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1982 Radio Financial Report

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INTRODUCTION

This report presents statistical information on revenues, expenses and profit margins of radio stations for the year 1981. Its primary purpose is to assist station management in evaluating its performance by providing financial yardsticks developed from similar operations.

Part I is a nationwide summary of the typical radio station in the industry as a whole. The summary data is a good indicator of national trends from one year to the next. The information is too broad to be considered a yardstick for individual stations.

Part II provides financial yardsticks. The various station groupings are arranged first according to market size, then by revenue size. The first table of each grouping contains nationwide data. Before looking at the yardstick tables, please read carefully the explanatory material on page 4. If you have any difficulty in finding and using your yardsticks, let us know. We will give you specific guidance on your problem. Additional information needed to make specialized comparisons will be developed and made available upon request.

Part III contains fulltime employment data by market size. Typical station employment is correlated with total revenues and expenses to provide productivity and efficiency yardsticks.

Part IV contains nationwide financial yardsticks by type of station and format. Statistical data is displayed where there was sufficient response from the specific formats.

The statistical information contained in this report is based on questionnaires sent to station management. Excluded from the sample are non-commercial facilities and stations which were not on the air during the entire 1981 calendar year. A more detailed discussion on sample coverage and methodological problems may be found in the Appendix.

All figures in this report are labeled "typical." Statistically, this means that the figures are medians, or the middle figure, after ranking the stations in a particular market-size or revenue-size category on each of the revenue and expense items. Consequently, 50 percent of the stations have a revenue or expense figure which is above or equal to the "typical" figure and 50 percent of the stations have a figure which is below or equal to the "typical" figure.

The statistical data used for this report was programmed and processed by computer at the direction of Station Services which is solely responsible for the selection and computation of financial yardsticks shown in the tables.

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PART I. NATIONWIDE SUMMARY

Part 1 consists of two pages of nationwide revenue and expense data. These figures suggest financial trends of the typical, or median, station in the industry. It is presented as general information and is too broad to be used as a yardstick for individual stations.

1981 RADIO HIGHLIGHTS

....Nationwide, the typical station reported gross time sales of $465,000 and net revenues of $457,600 in 1981, up 20% and 21.5%, respectively. Combined with operating expenses of $441,800, the typical station showed a profit before taxes of $15,800, or a 3.5% profit margin.

....Local advertising gained 19.1% and national/regional spot rose 26%. Local dollars still account for over 87% of advertising billing.

....The typical station's expense dollar was spent as follows: 43¢ for G & A; 28¢ for programming; 23¢ for sales; and 6¢ for technical.

....Typical payroll expenditures increased 25.7% accounting for over half of the increase in overall operating costs. The salary dollar was distributed as follows: 38¢ to programming; 33¢ to sales; 24¢ to G & Z; and 5¢ to technical. The typical radio station employed 14 fulltime employees.

....Revenues reserved for depreciation and amortization of assets rose 26.7% to $24,200. Music license fees paid by the typical station increased 13.7% to $10,800.

1982 ESTIMATED RADIO REVENUES

....Responding stations are forecasting a modest 9% increase in net revenues for 1982, a rate of growth that suggests profit margins will be even lower this year.

TABLE 1 — REVENUE AND EXPENSE ITEMS FOR THE TYPICAL RADIO STATION NATIONWIDE, 1981

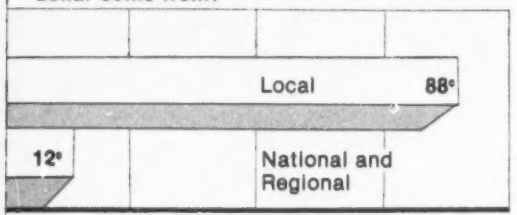
REVENUE AND EXPENSE ITEMS	*ALL STATIONS*	
	Typical Dollar Figures	*Typical Percent Figures*
PROFIT MARGIN (Before tax)		3.46%
TOTAL TIME SALES	$465,000	100.0%
From:		
Network Compensation	0	0.0%
National & Regional Advertisers	57,700	12.4%
Local Advertisers	407,300	87.6%
TOTAL BROADCAST REVENUE[a]	$457,600	
Non Broadcast Revenue	1,000	
Trade-outs & Barter	15,500	
TOTAL BROADCAST EXPENSE	$441,800	100.0%
From:		
Technical	28,300	6.4%
Program	122,400	27.7%
Selling[b]	101,100	22.9%
General & Administrative	190,000	43.0%
SELECTED EXPENSE ITEMS		
TOTAL SALARIES[c]	$219,700	100.0%
From:		
Technical	11,400	5.2%
Program	83,700	38.1%
Selling	71,400	32.5%
General & Administrative	53,200	24.2%
Cost of Outside News Service	$ 7,100	
Music License Fees	$ 10,800	
Depreciation & Amortization	$ 24,200	
Interest	$ 2,500	
PROFIT (Before Federal income tax)	$ 15,800	

[a]Time Sales plus other broadcast revenues less cash discounts, and commissions to agencies, representatives and brokers.

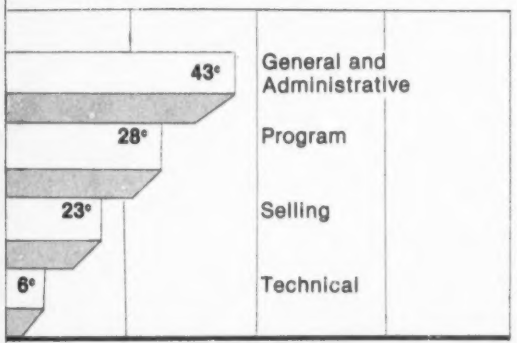
[b]Includes all promotion; excludes agency and rep. commissions.

[c]Includes salaries, wages, bonuses, and commissions.

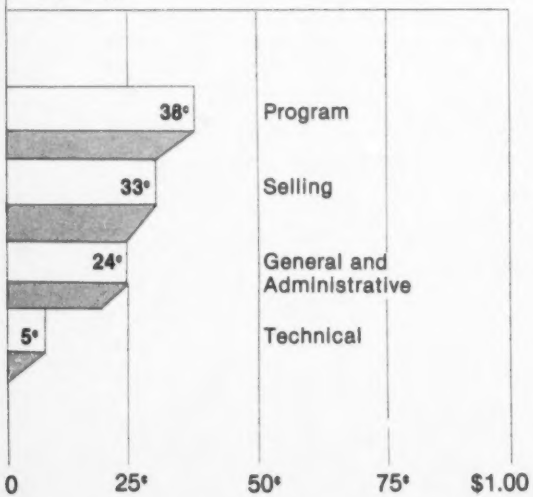
Where does the typical station's time sales dollar come from?



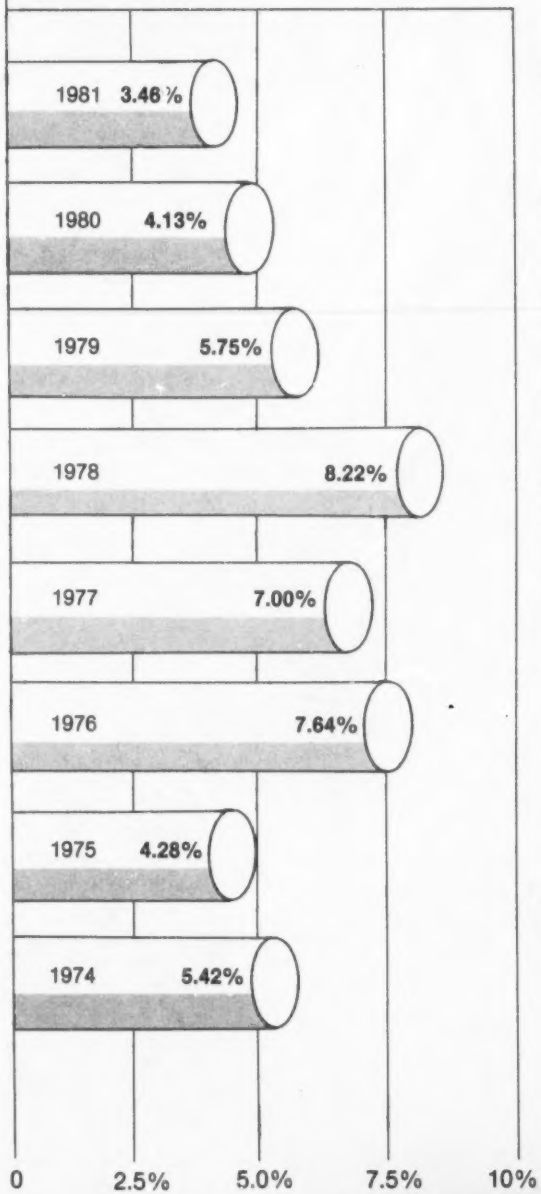
Where does the typical station's expense dollar go?



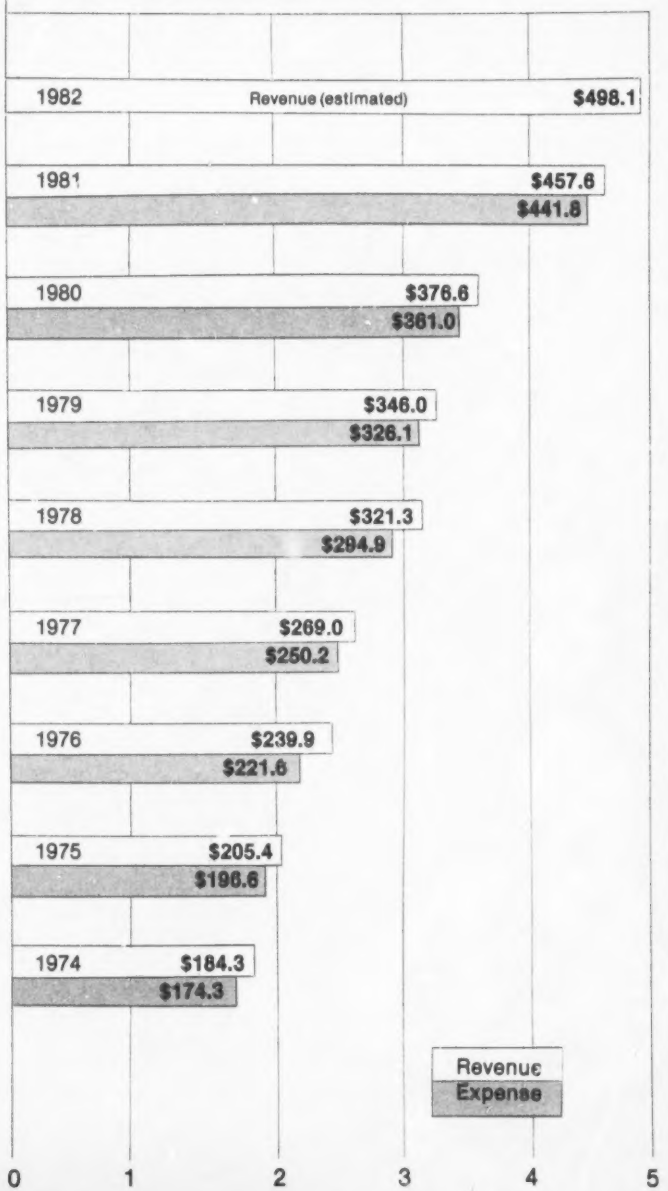
Where does the typical station's salary dollar go?



Nationwide trend in profit margin of the typical radio station



Nationwide trend in revenue and expenses of typical radio station (in thousands of dollars)



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PART II. FINANCIAL YARDSTICKS

How to Find Your Revenue and Expense Yardsticks

1. Table of Contents . . . In the table of contents on page 1 you will find a listing of market-size and revenue-size yardstick tables by station grouping. Each table provides yardstick figures for (1) all stations in the sub-groupings, and (2) those stations which reported a profit in 1981.

2. Market-Size Yardsticks . . . Each station grouping is first arranged in market-size categories, the number and definition varying according to universe and reporting sample. In the first station grouping, the largest market size category (population 2.5 million and over) has been further refined based on revenues — the first showing stations with $1 million or more in revenues, the second composed of those stations with less than $1 million total revenues.

To determine your market size, use the population of the standard metropolitan statistical area if you are located within one. If not, use 1980 city population figures. Stations participating in the survey were market sized according to the Bureau of the Census' 1980 Census of Population or the Office of Management and Budget's designated standard metropolitan statistical areas. See the Appendix for further details on the market-size classification scheme.

These are the most refined yardsticks in the report. They provide broadcasters with the most precise yardsticks against which to evaluate their own operations.

3. Revenue-Size Yardsticks . . . The second section of each station grouping contains revenue-size tables. Your revenue size is determined, as in prior surveys, solely by the total broadcast revenue reported in 1981. As with market-size categories, the number and definition of revenue-size categories will vary among station groupings.

The revenue tables allow a comparison with stations with similar revenue totals. The revenue-size breakdown can be especially helpful to those stations which, for one reason or another, feel that the market population figures from the Census Bureau do not reflect the actual size of their local selling market. The major limitation of the yardstick is the inability to determine whether your dollar revenue is in line with those of comparably situated stations.

How to Use Your Revenue and Expense Yardsticks

At the end of each yardstick table there are blank columns headed "Your Station" in which you may enter your figures. Do not overlook the dollar comparisons. They are at least as important as the percent comparisons. Also be sure to evaluate your results against the middle 50 percent figures as well as the typical figures, since it should not be anticipated that any one station will be perfectly in line with the typical figures. If your station lost money in 1981 or only made a small profit, you might want to use the yardstick figures for profit-only stations as goals for the next fiscal year.

If one or more of your revenue or expense figures are unfavorably out of line with the yardsticks, this does NOT mean that you are necessarily running an inefficient operation, and that the figures which are substantially out of line must be corrected. But it does mean that you should be able to explain WHY it is necessary for that particular figure to deviate from the yardstick. If the explanation is sound, for both the short and long run, you may not want to consider any changes.

The explanation is what is significant — not just the fact that a particular revenue or expense figure is out of line with that in comparably situated stations.

TABLE 2 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (2.5 million population & over) LARGE STATIONS (total revenue of $1 million or more)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (88)			PROFIT-ONLY STATIONS (62)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		17.94%	(7.08%)-31.31%		24.60%	16.57%- 36.64%		___%
2. TOTAL TIME SALES	$ 3,345,700	100.0%	$ 2,312,000-$ 5,146,500	$ 4,321,800	100.0%	$ 2,866,200- $ 7,602,500	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 124,700	0	0.0%	0- 146,500	_____	____
4. National & Regional Advertisers	1,007,100	30.1%	491,500- 1,829,700	1,236,000	28.6%	706,900- 2,904,400	_____	____
5. Local Advertisers	2,338,600	69.9%	1,570,400- 3,772,100	3,085,800	71.4%	1,929,600- 4,366,500	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 2,869,700		$ 2,039,000-$ 4,400,500	$ 3,805,600		$ 2,379,400- $ 6,383,700	_____	
7. Non Broadcast Revenue	400		0- 18,600	300		0- 25,600	_____	
8. Trade-outs & Barter	157,000		71,800- 283,700	152,900		48,800- 278,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 2,354,900	100.0%	$ 1,920,700-$ 3,696,900	$ 2,869,400	100.0%	$ 1,853,400- $ 3,738,300	_____	100.0%
From:								
10. Technical	122,400	5.2%	81,100- 320,600	154,900	5.4%	75,600- 320,600	_____	____
11. Program	680,600	28.9%	394,500- 1,094,300	855,100	29.8%	411,800- 1,225,100	_____	____
12. Selling[c]	699,400	29.7%	546,100- 1,095,300	858,000	29.9%	540,800- 1,181,200	_____	____
13. General & Administrative	852,500	36.2%	614,300- 1,327,800	1,001,400	34.9%	602,400- 1,316,200	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 994,500	100.0%	$ 695,400-$ 1,448,100	$ 1,304,700	100.0%	$ 755,200- $ 1,527,000	_____	100.0%
From:								
15. Technical	63,700	6.4%	30,900- 200,300	84,800	6.5%	31,400- 196,700	_____	____
16. Program	412,700	41.5%	248,500- 644,700	528,400	40.5%	265,000- 669,300	_____	____
17. Selling	342,100	34.4%	232,500- 449,500	456,600	35.0%	263,600- 474,700	_____	____
18. General & Administrative	176,000	17.7%	129,000- 236,500	234,900	18.0%	136,300- 248,600	_____	____
19. Cost of Outside News Service	$ 24,200		$ 11,800-$ 46,600	$ 24,400		$ 13,000- $ 52,300	_____	
20. Music License Fees	$ 65,400		$ 44,100-$ 101,800	$ 76,600		$ 50,000- $ 121,200	_____	
21. Depreciation & Amortization	$ 88,300		$ 51,000-$ 193,100	$ 86,300		$ 49,800- $ 187,600	_____	
22. Interest	$ 0		$ 0-$ 3,500	$ 0		$ 0- $ 3,500	_____	
23. PROFIT (Before Federal income tax)	$ 514,800		$ (160,900)-$ 1,524,900	$ 936,200		$ 428,600- $ 2,340,900	_____	
24. FULLTIME EMPLOYMENT	33		25- 44	33		26- 44	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 3 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (2.5 million population & over) SMALL STATIONS (total revenue of less than $1 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (26)			PROFIT-ONLY STATIONS (10)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(6.72%)	(42.26%)-7.13%		10.54%	3.78%- 21.50%		___%
2. TOTAL TIME SALES	$ 502,100	100.0%	$ 267,700-$ 705,900	$ 504,400	100.0%	$ 283,600- $ 596,700	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 2,200	_____	_____
4. National & Regional Advertisers	38,200	7.6%	0- 114,000	36,300	7.2%	0- 108,400	_____	_____
5. Local Advertisers	463,900	92.4%	243,300- 578,400	468,100	92.8%	222,900- 515,200	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 473,500		$ 275,500-$ 659,000	$ 497,800		$ 271,700- $ 597,300	_____	
7. Non Broadcast Revenue	0		0- 2,700	0		0- 600	_____	
8. Trade-outs & Barter	18,900		4,000- 91,200	16,700		0- 54,500	_____	
9. TOTAL BROADCAST EXPENSE	$ 505,300	100.0%	$ 306,000-$ 912,900	$ 445,300	100.0%	$ 257,700- $ 525,600	_____	100.0%
From:								
10. Technical	42,000	8.3%	17,400- 89,000	28,900	6.5%	6,200- 42,900	_____	_____
11. Program	125,300	24.8%	79,100- 215,800	94,000	21.1%	52,600- 144,600	_____	_____
12. Selling[c]	106,100	21.0%	57,200- 225,400	120,700	27.1%	36,700- 192,600	_____	_____
13. General & Administrative	231,900	45.9%	128,900- 416,400	201,700	45.3%	128,100- 231,200	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 250,700	100.0%	$ 164,400-$ 335,800	$ 202,000	100.0%	$ 118,200- $ 276,100	_____	100.0%
From:								
15. Technical	17,500	7.0%	4,600- 31,600-	11,900	5.9%	2,300- 22,500	_____	_____
16. Program	81,500	32.5%	44,600- 137,400	52,500	26.0%	28,500- 94,100	_____	_____
17. Selling	71,200	28.4%	43,500- 113,900	73,300	36.3%	23,000- 115,800	_____	_____
18. General & Administrative	80,500	32.1%	34,600- 102,700	64,300	31.8%	29,400- 81,500	_____	_____
19. Cost of Outside News Service	$ 7,800		$ 3,900-$ 13,600	$ 6,900		$ 1,900- $ 16,000	_____	
20. Music License Fees	$ 10,900		$ 6,900-$ 16,400	$ 13,500		$ 6,500- $ 16,900	_____	
21. Depreciation & Amortization	$ 22,000		$ 12,800-$ 49,100	$ 21,700		$ 10,800- $ 38,200	_____	
22. Interest	$ 2,300		$ 0-$ 21,000	$ 6,200		$ 0- $ 25,900	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ (31,800)		$ (238,100)-$ 27,100	$ 52,500		$ 21,300- $ 110,700	_____	
24. FULLTIME EMPLOYMENT	13		8- 15	11		7- 14	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 4 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (1-2.5 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (157)			PROFIT-ONLY STATIONS (95)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		9.18%	(25.38%)-25.36%		21.96%	15.39%- 33.25%		___%
2. TOTAL TIME SALES	$ 1,661,700	100.0%	$ 692,600-$ 3,023,100	$ 2,449,100	100.0%	$ 1,511,700- $ 3,700,200	_____	100.0%
From:								
3. Network Compensation	3,300	0.2%	0- 53,300	17,100	0.7%	0- 65,300	_____	____
4. National & Regional Advertisers	453,700	27.3%	90,800- 785,800	661,300	27.0%	378,700- 1,081,100	_____	____
5. Local Advertisers	1,204,700	72.5%	573,400- 2,146,100	1,770,700	72.3%	1,019,700- 2,422,400	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,389,300		$ 622,900-$ 2,531,400	$ 2,118,600		$ 1,265,100- $ 3,379,400	_____	
7. Non Broadcast Revenue	2,400		0- 11,900	1,900		0- 14,600	_____	
8. Trade-outs & Barter	73,400		24,000- 132,300	95,500		27,600- 166,400	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,261,800	100.0%	$ 770,100-$ 2,132,600	$ 1,653,400	100.0%	$ 965,000- $ 2,250,600	_____	100.0%
From:								
10. Technical	65,600	5.2%	37,100- 102,800	77,700	4.7%	46,000- 110,700	_____	____
11. Program	353,300	28.0%	175,800- 678,300	458,000	27.7%	238,500- 805,600	_____	____
12. Selling[c]	382,300	30.3%	189,300- 608,100	514,200	31.1%	305,900- 671,600	_____	____
13. General & Administrative	460,600	36.5%	268,900- 710,800	603,500	36.5%	298,200- 756,400	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 561,500	100.0%	$ 323,900-$ 896,500	$ 736,900	100.0%	$ 383,400- $ 1,002,400	_____	100.0%
From:								
15. Technical	31,500	5.6%	16,500- 50,300	39,000	5.3%	22,900- 59,100	_____	____
16. Program	230,200	41.0%	104,400- 400,300	288,900	39.2%	133,700- 441,100	_____	____
17. Selling	205,500	36.6%	104,000- 307,700	285,200	38.7%	166,700- 342,500	_____	____
18. General & Administrative	94,300	16.8%	53,100- 149,100	123,800	16.8%	62,800- 163,000	_____	____
19. Cost of Outside News Service	$ 9,100		$ 5,000-$ 20,700	$ 10,500		$ 4,700- $ 21,600	_____	
20. Music License Fees	$ 32,700		$ 12,800-$ 63,700	$ 52,600		$ 28,600- $ 77,300	_____	
21. Depreciation & Amortization	$ 67,500		$ 27,900-$ 121,900	$ 68,800		$ 28,700- $ 122,200	_____	
22. Interest	$ 0		$ 0-$ 9,900	$ 0		$ 0- $ 4,200	_____	
23. PROFIT (Before Federal income tax)	$ 127,500		$ (134,300)-$ 616,900	$ 465,200		$ 137,000- $ 889,700	_____	
24. FULLTIME EMPLOYMENT	22		15- 35	25		17- 37	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 5 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (500,000 - 1 million population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (159) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (97) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		6.96%	(17.10%)-21.67%		19.34%	8.75%- 30.08%		___%
2. TOTAL TIME SALES	$ 906,300	100.0%	$ 464,300-$ 1,821,700	$ 1,566,300	100.0%	$ 846,700- $ 2,210,600	_____	100.0%
From:								
3. Network Compensation	7,300	0.8%	0- 25,100	7,800	0.5%	0- 31,100	_____	____
4. National & Regional Advertisers	205,700	22.7%	48,200- 428,300	383,800	24.5%	153,700- 545,600	_____	____
5. Local Advertisers	693,300	76.5%	398,700- 1,325,600	1,174,700	75.0%	666,800- 1,674,800	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 831,700		$ 448,900-$ 1,577,500	$ 1,324,300		$ 812,300- $ 1,964,900	_____	
7. Non Broadcast Revenue	2,500		0- 16,800	2,600		0- 16,800	_____	
8. Trade-outs & Barter	41,000		14,200- 81,600	40,300		14,200- 89,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 773,800	100.0%	$ 503,400-$ 1,299,600	$ 1,068,200	100.0%	$ 584,700- $ 1,522,600	_____	100.0%
From:								
10. Technical	44,100	5.7%	29,600- 81,500	60,900	5.7%	31,700- 92,000	_____	____
11. Program	219,000	28.3%	120,900- 362,500	319,400	29.9%	147,000- 434,400	_____	____
12. Selling[c]	198,900	25.7%	90,800- 381,100	293,700	27.5%	136,800- 435,500	_____	____
13. General & Administrative	311,800	40.3%	205,400- 507,800	394,200	36.9%	239,100- 528,300	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 344,400	100.0%	$ 218,700-$ 578,600	$ 500,300	100.0%	$ 271,900- $ 723,600	_____	100.0%
From:								
15. Technical	19,300	5.6%	9,100- 35,100	26,000	5.2%	11,600- 41,200	_____	____
16. Program	133,600	38.8%	71,400- 230,400	173,600	34.7%	73,900- 275,000	_____	____
17. Selling	119,900	34.8%	58,400- 215,500	202,600	40.5%	91,400- 256,900	_____	____
18. General & Administrative	71,600	20.8%	38,700- 110,400	98,100	19.6%	45,300- 130,300	_____	____
19. Cost of Outside News Service	$ 8,100		$ 5,100-$ 12,400	$ 8,500		$ 5,200- $ 14,200	_____	
20. Music License Fees	$ 21,800		$ 8,300-$ 39,000	$ 31,700		$ 19,000- $ 49,100	_____	
21. Depreciation & Amortization	$ 32,900		$ 15,600-$ 66,600	$ 36,800		$ 17,800- $ 63,600	_____	
22. Interest	$ 1,600		$ 0-$ 22,500	$ 700		$ 0- $ 13,400	_____	
23. PROFIT (Before Federal Income tax)	$ 57,900		$ (78,900)-$ 335,800	$ 256,100		$ 85,700- $ 463,200	_____	
24. FULLTIME EMPLOYMENT	19		12- 30	21		12- 31	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 6 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (250,000 - 500,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (153)			PROFIT-ONLY STATIONS (80)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		0.72%	(20.23%)-13.55%		12.45%	5.37%- 22.95%		___%
2. TOTAL TIME SALES	$ 593,200	100.0%	$ 361,400-$ 945,200	$ 767,300	100.0%	$ 439,900- $ 1,123,000	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 7,600	0	0.0%	0- 5,800	_____	____
4. National & Regional Advertisers	102,000	17.2%	36,200- 181,600	130,400	17.0%	47,200- 248,700	_____	____
5. Local Advertisers	491,200	82.8%	288,200- 784,600	636,900	83.0%	350,100- 869,400	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 554,900		$ 338,000-$ 859,900	$ 734,200		$ 418,600- $ 1,082,300	_____	
7. Non Broadcast Revenue	2,400		0- 11,000	2,400		0- 10,900	_____	
8. Trade-outs & Barter	23,800		8,300- 61,100	28,700		8,300- 81,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 550,900	100.0%	377,300-$ 917,900	$ 642,800	100.0%	$ 356,100- $ 864,900	_____	100.0%
From:								
10. Technical	37,500	6.8%	21,800- 59,300	47,600	7.4%	20,100- 58,300	_____	____
11. Program	150,900	27.4%	92,600- 240,500	178,700	27.8%	92,200- 225,100	_____	____
12. Selling[c]	144,300	26.2%	80,500- 234,000	169,700	26.4%	80,500- 256,900	_____	____
13. General & Administrative	218,200	39.6%	138,500- 387,500	246,800	38.4%	138,500- 351,600	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 266,300	100.0%	$ 170,300-$ 413,000	$ 333,200	100.0%	$ 179,800- $ 427,700	_____	100.0%
From:								
15. Technical	13,600	5.1%	7,600- 22,900	15,700	4.7%	7,000- 24,300	_____	____
16. Program	102,500	38.5%	61,500- 166,000	128,900	38.7%	61,800- 164,800	_____	____
17. Selling	94,300	35.4%	55,400- 142,800	121,000	36.3%	59,900- 155,400	_____	____
18. General & Administrative	55,900	21.0%	30,100- 90,800	67,600	20.3%	31,900- 97,100	_____	____
19. Cost of Outside News Service	$ 6,300		$ 3,700-$ 9,300	$ 5,800		$ 4,300- $ 8,700	_____	
20. Music License Fees	$ 14,200		$ 7,800-$ 23,500	$ 15,800		$ 10,200- $ 27,600	_____	
21. Depreciation & Amortization	$ 27,300		$ 13,700-$ 49,400	$ 24,900		$ 11,900- $ 46,100	_____	
22. Interest	$ 2,500		$ 0-$ 23,900	$ 600		$ 0- $ 17,000	_____	
23. PROFIT (Before Federal Income tax)	$ 4,000		$ (89,800)-$ 94,000	$ 91,400		$ 25,900- $ 176,600	_____	
24. FULLTIME EMPLOYMENT	16		10- 22	16		11- 22	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 7 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 5 (100,000 - 250,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (184)			PROFIT-ONLY STATIONS (102)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		2.09%	(10.61%)-13.58%		12.29%	5.60%- 22.67%		___%
2. TOTAL TIME SALES	$ 492,400	100.0%	$ 293,700-$ 776,800	$ 620,000	100.0%	$ 430,200- $ 905,400		100.0%
From:								
3. Network Compensation	0	0.0%	0- 2,300	0	0.0%	0- 2,600		
4. National & Regional Advertisers	66,500	13.5%	27,200- 118,800	91,800	14.8%	46,200- 180,000		
5. Local Advertisers	425,900	86.5%	239,200- 634,400	528,200	85.2%	357,300- 721,600		
6. TOTAL BROADCAST REVENUE[b]	$ 480,000		$ 285,800-$ 752,300	$ 604,200		$ 406,400- $ 886,400		
7. Non Broadcast Revenue	2,200		0- 10,300	5,300		0- 16,600		
8. Trade-outs & Barter	16,100		5,200- 34,600	16,100		6,100- 37,100		
9. TOTAL BROADCAST EXPENSE	$ 470,000	100.0%	$ 299,600-$ 687,500	$ 529,900	100.0%	$ 347,900- $ 717,600		100.0%
From:								
10. Technical	27,700	5.9%	13,000- 43,400	29,700	5.6%	14,200- 44,500		
11. Program	127,900	27.2%	74,800- 190,400	155,300	29.3%	89,300- 208,900		
12. Selling[c]	112,800	24.0%	59,800- 165,400	133,500	25.2%	77,600- 187,300		
13. General & Administrative	201,600	42.9%	131,100- 298,000	211,400	39.9%	140,100- 307,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 231,800	100.0%	$ 145,700-$ 339,700	$ 285,500	100.0%	$ 162,000- $ 389,600		100.0%
From:								
15. Technical	11,400	4.9%	4,500- 18,300	13,100	4.6%	4,600- 19,100		
16. Program	87,600	37.8%	50,100- 131,800	109,600	38.4%	55,400- 145,800		
17. Selling	79,300	34.2%	40,300- 116,600	95,100	33.3%	55,700- 135,000		
18. General & Administrative	53,500	23.1%	33,800- 82,000	67,700	23.7%	40,800- 94,600		
19. Cost of Outside News Service	$ 6,900		$ 4,500-$ 9,200	$ 7,300		$ 4,900- $ 9,800		
20. Music License Fees	$ 12,000		$ 6,200-$ 19,400	$ 14,300		$ 9,400- $ 22,000		
21. Depreciation & Amortization	$ 27,200		$ 13,500-$ 46,300	$ 28,300		$ 14,600- $ 46,000		
22. Interest	$ 6,500		$ 0-$ 35,600	$ 3,700		$ 0- $ 23,300		
23. PROFIT (Before Federal income tax)	$ 10,000		$ (41,600)-$ 76,000	$ 74,300		$ 26,100- $ 146,500		
24. FULLTIME EMPLOYMENT	15		10- 20	17		11- 21		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 8 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 6 (25,000 - 100,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (113)			PROFIT-ONLY STATIONS (72)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		4.52%	(12.72%)-13.01%		10.37%	5.06%- 17.21%		___%
2. TOTAL TIME SALES	$ 420,900	100.0%	$ 267,300-$ 623,400	$ 477,500	100.0%	$ 333,800- $ 719,200	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	54,700	13.0%	24,900- 83,200	60,600	12.7%	27,100- 108,600	_____	____
5. Local Advertisers	366,200	87.0%	223,500- 512,700	416,900	87.3%	269,700- 607,700	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 414,500		$ 263,000-$ 585,400	$ 468,600		$ 331,600- $ 701,700	_____	
7. Non Broadcast Revenue	3,800		0- 13,400	3,600		0- 14,000	_____	
8. Trade-outs & Barter	9,200		1,500- 19,600	6,800		1,500- 19,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 395,800	100.0%	$ 259,900-$ 568,300	$ 420,000	100.0%	$ 264,900- $ 629,700	_____	100.0%
From:								
10. Technical	23,400	5.9%	14,500- 37,300	26,900	6.4%	16,000- 39,400	_____	____
11. Program	116,000	29 3%	77,800- 158,100	124,700	29.7%	82,700- 166,200	_____	____
12. Selling[c]	80,700	20.4%	49,700- 130,400	87,400	20.8%	56,100- 149,600	_____	____
13. General & Administrative	175,700	44.4%	104,100- 252,500	181,000	43.1%	107,000- 277,900	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 194,700	100.0%	$ 127,100-$ 284,100	$ 215,400	100.0%	$ 145,700- $ 346,500	_____	100.0%
From:								
15. Technical	10,100	5.2%	5,100- 17,200	12,300	5.7%	6,600- 20,800	_____	____
16. Program	79,600	40.9%	46,500- 105,000	83,300	38.7%	49,300- 120,300	_____	____
17. Selling	58,800	30.2%	36,600- 93,300	71,100	33.0%	44,700- 113,400	_____	____
18. General & Administrative	46,200	23.7%	27,900- 69,700	48,700	22.6%	29,800- 92,800	_____	____
19. Cost of Outside News Service	$ 6,700		$ 4,500-$ 9,400	$ 6,800		$ 4,300- $ 9,200	_____	
20. Music License Fees	$ 10,600		$ 6,100-$ 15,300	$ 12,100		$ 7,700- $ 17,600	_____	
21. Depreciation & Amortization	$ 22,800		$ 11,200-$ 35,400	$ 21,800		$ 10,900- $ 30,500	_____	
22. Interest	$ 4,300		$ 0-$ 18,800	$ 3,500		$ 0- $ 15,000	_____	
23. PROFIT (Before Federal income tax)	$ 18,700		$ (33,000)-$ 66,100	$ 48,600		$ 18,600- $ 98,000	_____	
24. FULLTIME EMPLOYMENT	13		8- 19	16		10- 20	_____	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 9 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 7 (10,000 - 25,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (165) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (96) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		3.07%	(8.37%)-13.99%		10.37%	5.42%- 18.43%		___%
2. TOTAL TIME SALES	$ 345,000	100.0%	$ 229,400-$ 482,000	$ 430,600	100.0%	$ 300,200- $ 577,300	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	35,900	10.4%	5,100- 63,500	47,800	11.1%	20,500- 76,000	_____	_____
5. Local Advertisers	309,100	89.6%	196,400- 432,300	382,800	88.9%	252,900- 506,500	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 337,000		$ 229,400-$ 481,300	$ 432,000		$ 298,100- $ 573,800	_____	
7. Non Broadcast Revenue	500		0- 7,800	1,600		0- 10,100	_____	
8. Trade-outs & Barter	3,200		0- 12,000	1,700		0- 9,800	_____	
9. TOTAL BROADCAST EXPENSE	$ 326,700	100.0%	$ 226,400-$ 444,700	$ 387,200	100.0%	$ 228,900- $ 497,000	_____	100.0%
From:								
10. Technical	18,900	5.8%	9,500- 29,700	22,800	5.9%	11,300- 31,500	_____	_____
11. Program	94,400	28.9%	60,500- 131,000	111,900	28.9%	65,800- 149,700	_____	_____
12. Selling[c]	64,400	19.7%	41,200- 98,700	79,800	20.6%	49,100- 116,400	_____	_____
13. General & Administrative	149,000	45.6%	101,700- 206,000	172,700	44.6%	97,400- 212,900	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 167,100	100.0%	$ 114,100-$ 242,300	$ 200,200	100.0%	$ 132,200- $ 268,400	_____	100.0%
From:								
15. Technical	5,700	3.4%	1,900- 11,800	6,000	3.0%	2,400- 13,300	_____	_____
16. Program	64,800	38.8%	41,800- 86,200	74,500	37.2%	46,700- 91,100	_____	_____
17. Selling	50,800	30.4%	33,100- 82,900	66,900	33.4%	44,300- 95,600	_____	_____
18. General & Administrative	45,800	27.4%	27,000- 68,900	52,800	26.4%	34,900- 79,700	_____	_____
19. Cost of Outside News Service	$ 7,000		$ 5,100-$ 9,800	$ 7,600		$ 5,600- $ 10,400	_____	
20. Music License Fees	$ 8,500		$ 5,500-$ 12,200	$ 10,400		$ 7,000- $ 14,700	_____	
21. Depreciation & Amortization	$ 18,400		$ 7,700-$ 29,200	$ 19,000		$ 7,800- $ 30,500	_____	
22. Interest	$ 5,200		$ 0-$ 20,200	$ 1,800		$ 0- $ 13,300	_____	
23. PROFIT (Before Federal Income tax)	$ 10,300		$ (18,600)-$ 59,100	$ 44,800		$ 19,500- $ 85,500	_____	
24. FULLTIME EMPLOYMENT	11		8- 15	12		8- 18	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 10 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 8 (Under 10,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (275)			PROFIT-ONLY STATIONS (151)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		1.31%	(6.36%)-9.56%		8.91%	4.19%- 16.47%		___%
2. TOTAL TIME SALES	$ 200,000	100.0%	$ 133,000-$ 298,300	$ 246,400	100.0%	$ 162,800- $ 357,400	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	___
4. National & Regional Advertisers	13,800	6.9%	2,300- 28,800	16,500	6.7%	4,300- 31,500	_____	___
5. Local Advertisers	186,200	93.1%	120,700- 283,100	229,900	93.3%	153,300- 324,100	_____	___
6. TOTAL BROADCAST REVENUE[b]	$ 200,500		$ 133,200-$ 299,300	$ 245,200		$ 161,600- $ 354,400	_____	
7. Non Broadcast Revenue	0		0- 2,300	0		0- 3,000	_____	
8. Trade-outs & Barter	1,200		0- 6,200	400		0- 4,800	_____	
9. TOTAL BROADCAST EXPENSE	$ 197,900	100.0%	$ 134,700-$ 287,200	$ 223,400	100.0%	$ 139,100- $ 317,700	_____	100.0%
From:								
10. Technical	10,900	5.5%	5,800- 19,600	13,400	6.0%	7,700- 21,300	_____	___
11. Program	60,400	30.5%	39,000- 86,400	68,800	30.8%	41,300- 94,500	_____	___
12. Selling[c]	34,400	17.4%	17,200- 56,600	41,600	18.6%	18,200- 64,100	_____	___
13. General & Administrative	92,200	46.6%	59,600- 133,400	99,600	44.6%	57,800- 136,600	_____	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 100,000	100.0%	$ 61,200-$ 145,600	$ 121,000	100.0%	$ 66,300- $ 163,000	_____	100.0%
From:								
15. Technical	4,500	4.5%	1,100- 9,000	5,700	4.7%	1,500- 10,300	_____	___
16. Program	40,000	40.0%	23,800- 56,600	46,800	38.7%	26,300- 63,500	_____	___
17. Selling	26,700	26.7%	11,200- 42,000	33,800	27.9%	13,000- 49,800	_____	___
18. General & Administrative	28,800	28.8%	15,100- 45,600	34,700	28.7%	15,600- 52,900	_____	___
19. Cost of Outside News Service	$ 6,000		$ 4,500-$ 8,800	$ 6,200		$ 4,500- $ 8,900	_____	
20. Music License Fees	$ 5,400		$ 3,500-$ 7,800	$ 6,300		$ 4,000- $ 9,100	_____	
21. Depreciation & Amortization	$ 10,500		$ 4,500-$ 19,200	$ 9,400		$ 3,800- $ 17,500	_____	
22. Interest	$ 3,700		$ 100-$ 13,300	$ 2,300		$ 0- $ 8,200	_____	
23. PROFIT (Before Federal income tax)	$ 2,600		$ (10,600)-$ 24,300	$ 21,800		$ 8,800- $ 48,100	_____	
24. FULLTIME EMPLOYMENT	7		5- 10	8		5- 11	_____	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 11 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($5 million & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (26)			PROFIT-ONLY STATIONS (25)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		36.17%	26.32%-42.08%		36.76%	27.85%- 42.08%		___%
2. TOTAL TIME SALES	$ 8,652,200	100.0%	$ 7,157,000-$ 12,127,500	$ 8,753,500	100.0%	$ 7,415,400- $12,127,500		100.0%
From:								
3. Network Compensation	199,000	2.3%	0- 308,500	192,600	2.2%	0- 308,500		
4. National & Regional Advertisers	3,305,100	38.2%	2,664,600- 4,146,100	3,335,100	38.1%	2,742,000- 4,146,100		
5. Local Advertisers	5,148,100	59.5%	3,958,300- 8,071,700	5,225,800	59.7%	4,012,200- 8,071,700		
6. TOTAL BROADCAST REVENUE[b]	$ 7,127,300		$ 5,886,900-$ 10,101,300	$ 7,182,300		$ 6,172,300- $10,101,300		
7. Non Broadcast Revenue	1,100		0- 20,300	1,600		0- 20,300		
8. Trade-outs & Barter	324,100		153,500- 495,200	331,500		198,400- 495,200		
9. TOTAL BROADCAST EXPENSE	$ 4,549,400	100.0%	$ 3,456,400-$ 7,220,800	$ 4,542,100	100.0%	$ 3,456,400- $ 7,220,800		100.0%
From:								
10. Technical	286,600	6.3%	130,400- 498,300	249,800	5.5%	130,400- 483,700		
11. Program	1,719,700	37.8%	1,034,300- 2,343,100	1,707,800	37.6%	1,034,300- 2,259,400		
12. Selling[c]	1,273,800	28.0%	1,021,400- 1,706,400	1,303,600	28.7%	1,021,400- 1,706,400		
13. General & Administrative	1,269,300	27.9%	1,086,300- 1,900,800	1,280,900	28.2%	1,086,300- 1,900,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,600,500	100.0%	$ 1,220,100-$ 2,835,100	$ 1,632,000	100.0%	$ 1,220,100- $ 2,835,100		100.0%
From:								
15. Technical	179,300	11.2%	86,600- 384,600	176,300	10.8%	86,600- 362,100		
16. Program	734,600	45.9%	564,000- 1,395,500	755,600	46.3%	564,000- 1,395,500		
17. Selling	465,700	29.1%	398,500- 712,900	473,300	29.0%	398,500- 712,900		
18. General & Administrative	220,900	13.8%	196,400- 313,700	226,800	13.9%	196,400- 313,700		
19. Cost of Outside News Service	$ 62,800		$ 28,100-$ 151,900	$ 67,200		$ 28,100- $ 151,900		
20. Music License Fees	$ 168,900		$ 100,100-$ 206,900	$ 173,000		$ 107,600- $ 206,900		
21. Depreciation & Amortization	$ 143,900		$ 88,300-$ 248,000	$ 146,200		$ 90,700- $ 248,000		
22. Interest	$ 0		$ 0-$ 1,900	$ 0		$ 0- $ 1,900		
23. PROFIT (Before Federal income tax)	$ 2,577,900		$ 2,021,700-$ 3,511,900	$ 2,640,200		$ 2,158,800- $ 3,511,900		
24. FULLTIME EMPLOYMENT	54		37- 79	54		37- 79		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 12 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($3 million - $5 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (46)			PROFIT-ONLY STATIONS (41)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		23.13%	15.25%-32.46%		25.24%	17.06%- 34.34%		___%
2. TOTAL TIME SALES	$ 4,285,600	100.0%	$ 3,833,200-$ 4,921,600	$ 4,410,000	100.0%	$ 3,874,700- $ 4,970,700	_____	100.0%
From:								
3. Network Compensation	60,000	1.4%	0- 112,200	48,500	1.1%	0- 96,600	_____	_____
4. National & Regional Advertisers	1,354,200	31.6%	958,200- 1,627,300	1,349,500	30.6%	983,700- 1,627,300	_____	_____
5. Local Advertisers	2,871,400	67.0%	2,479,400- 3,512,200	3,012,000	68.3%	2,538,800- 3,705,600	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 3,746,500		$ 3,402,700-$ 4,172,300	$ 3,828,600		$ 3,417,200- $ 4,184,000	_____	
7. Non Broadcast Revenue	2,500		0- 28,400	3,200		0- 35,700	_____	
8. Trade-outs & Barter	136,700		83,400- 259,000	132,300		72,100- 241,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 2,879,900	100.0%	$ 2,371,200-$ 3,496,100	$ 2,862,300	100.0%	$ 2,300,200- $ 3,319,500	_____	100.0%
From:								
10. Technical	164,200	5.7%	91,400- 200,800	163,100	5.7%	91,400- 193,700	_____	_____
11. Program	987,800	34.3%	663,600- 1,146,200	1,013,300	35.4%	670,700- 1,146,200	_____	_____
12. Selling[c]	803,500	27.9%	566,500- 1,041,800	798,600	27.9%	566,500- 1,041,800	_____	_____
13. General & Administrative	924,400	32.1%	657,600- 1,178,000	887,300	31.0%	645,100- 975,500	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,173,300	100.0%	$ 930,200-$ 1,388,400	$ 1,194,700	100.0%	$ 930,200- $ 1,358,500	_____	100.0%
From:								
15. Technical	78,600	6.7%	44,000- 131,200	74,100	6.2%	42,500- 124,300	_____	_____
16. Program	525,600	44.8%	382,300- 644,700	544,800	45.6%	382,300- 590,700	_____	_____
17. Selling	377,800	32.2%	316,900- 414,700	394,200	33.0%	316,900- 414,700	_____	_____
18. General & Administrative	191,300	16.3%	126,500- 220,000	181,600	15.2%	120,500- 208,500	_____	_____
19. Cost of Outside News Service	$ 22,700		$ 13,300-$ 33,600	$ 22,500		$ 14,900- $ 31,400	_____	
20. Music License Fees	$ 91,900		$ 79,200-$ 110,100	$ 92,000		$ 79,600- $ 110,100	_____	
21. Depreciation & Amortization	$ 96,200		$ 60,000-$ 182,500	$ 87,000		$ 56,000- $ 130,800	_____	
22. Interest	$ 0		$ 0-$ 3,200	$ 0		0- $ 0	_____	
23. PROFIT (Before Federal income tax)	$ 866,600		$ 553,600-$ 1,294,000	$ 966,300		$ 669,100- $ 1,317,200	_____	
24. FULLTIME EMPLOYMENT	41		34- 46	41		34- 46	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 13 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($2 million - $3 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (83)			PROFIT-ONLY STATIONS (69)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		19.46%	5.40%-26.75%		22.31%	11.31%- 31.42%		___%
2. TOTAL TIME SALES	$ 2,807,600	100.0%	$ 2,453,400-$ 3,081,200	$ 2,863,300	100.0%	$ 2,445,700- $ 3,140,000	_____	100.0%
From:								
3. Network Compensation	22,500	0.8%	0- 64,900	20,100	0.7%	0- 58,200	_____	____
4. National & Regional Advertisers	738,400	26.3%	552,800- 990,700	761,600	26.6%	599,600- 994,800	_____	____
5. Local Advertisers	2,046,700	72.9%	1,810,000- 2,230,700	2,081,600	72.7%	1,760,000- 2,246,700	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 2,398,000		$ 2,189,000-$ 2,664,700	$ 2,410,700		$ 2,202,500- $ 2,668,500	_____	
7. Non Broadcast Revenue	5,100		0- 25,400	6,000		0- 29,700	_____	
8. Trade-outs & Barter	104,900		36,900- 185,200	89,600		33,200- 159,100	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,931,300	100.0%	$ 1,730,400-$ 2,312,300	$ 1,872,900	100.0%	$ 1,644,800- $ 2,129,800	_____	100.0%
From:								
10. Technical	96,600	5.0%	64,000- 147,900	95,500	5.1%	62,900- 135,100	_____	____
11. Program	571,700	29.6%	396,400- 745,300	554,400	29.6%	370,800- 672,800	_____	____
12. Selling[c]	552,300	28.6%	438,800- 712,900	546,900	29.2%	426,800- 634,900	_____	____
13. General & Administrative	710,700	36.8%	563,500- 869,100	676,100	36.1%	534,300- 765,300	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 851,700	100.0%	$ 702,500-$ 1,008,000	$ 795,200	100.0%	$ 675,700- $ 962,700	_____	100.0%
From:								
15. Technical	43,400	5.1%	28,600- 83,800	42,100	5.3%	27,300- 83,000	_____	____
16. Program	356,900	41.9%	249,700- 456,500	326,800	41.1%	238,000- 404,800	_____	____
17. Selling	303,200	35.6%	239,800- 345,700	288,700	36.3%	233,200- 336,900	_____	____
18. General & Administrative	148,200	17.4%	101,600- 184,700	137,600	17.3%	102,500- 180,600	_____	____
19. Cost of Outside News Service	$ 16,900		$ 9,700-$ 28,400	$ 15,600		$ 9,500- $ 27,300	_____	
20. Music License Fees	$ 61,000		$ 51,600-$ 69,800	$ 62,700		$ 53,300- $ 69,900	_____	
21. Depreciation & Amortization	$ 82,700		$ 50,700-$ 138,800	$ 71,800		$ 48,700- $ 127,400	_____	
22. Interest	$ 0		$ 0-$ 9,700	$ 0		$ 0- $ 10,900	_____	
23. PROFIT (Before Federal Income tax)	$ 466,700		$ 142,100-$ 700,200	$ 537,800		$ 248,500- $ 791,200	_____	
24. FULLTIME EMPLOYMENT	32		25- 40	30		25- 37	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 14 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($1 million - $2 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (167)			PROFIT-ONLY STATIONS (116)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		13.87%	(6.27%)-24.39%		19.69%	11.98%- 32.01%		___%
2. TOTAL TIME SALES	$ 1,537,800	100.0%	$ 1,259,000-$ 1,824,000	$ 1,595,500	100.0%	$ 1,288,300- $ 1,840,600	_____	100.0%
From:								
3. Network Compensation	4,600	0.3%	0- 28,900	4,800	0.3%	0- 23,800	_____	____
4. National & Regional Advertisers	349,100	22.7%	213,900- 496,400	374,900	23.5%	247,100- 524,600	_____	____
5. Local Advertisers	1,184,100	77.0%	952,300- 1,390,900	1,215,800	76.2%	948,200- 1,450,000	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,358,100		$ 1,151,900-$ 1,673,800	$ 1,380,400		$ 1,167,000- $ 1,690,100	_____	
7. Non Broadcast Revenue	4,800		0- 21,100	7,000		0- 22,300	_____	
8. Trade-outs & Barter	57,400		25,100- 118,000	42,400		22,200- 115,100	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,169,700	100.0%	$ 979,800-$ 1,586,000	$ 1,108,600	100.0%	$ 895,700- $ 1,349,100	_____	100.0%
From:								
10. Technical	67,800	5.8%	46,200- 98,200	65,400	5.9%	42,800- 86,300	_____	____
11. Program	303,000	25.9%	237,200- 447,200	298,200	26.9%	219,100- 351,900	_____	____
12. Selling[c]	338,000	28.9%	246,600- 465,500	333,700	30.1%	225,500- 408,700	_____	____
13. General & Administrative	460,900	39.4%	342,900- 594,700	411,300	37.1%	299,600- 525,400	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 506,100	100.0%	$ 443,200-$ 689,200	$ 516,300	100.0%	$ 404,300- $ 622,500	_____	100.0%
From:								
15. Technical	27,300	5.4%	20,900- 41,100	26,400	5.1%	18,500- 36,800	_____	____
16. Program	185,700	36.7%	144,400- 275,400	184,300	35.7%	134,700- 230,800	_____	____
17. Selling	189,800	37.5%	153,700- 238,100	203,400	39.4%	151,900- 238,000	_____	____
18. General & Administrative	103,300	20.4%	71,100- 145,400	102,200	19.8%	59,100- 134,700	_____	____
19. Cost of Outside News Service	$ 9,500		$ 6,000-$ 18,200	$ 8,500		$ 5,700- $ 14,100	_____	
20. Music License Fees	$ 34,300		$ 28,500-$ 41,800	$ 34,200		$ 28,300- $ 42,700	_____	
21. Depreciation & Amortization	$ 60,000		$ 37,800-$ 106,000	$ 47,700		$ 31,500- $ 72,700	_____	
22. Interest	$ 0		$ 0-$ 29,900	$ 100		$ 0- $ 12,500	_____	
23. PROFIT (Before Federal income tax)	$ 188,400		$ (79,400)-$ 384,400	$ 271,800		$ 150,400- $ 440,200	_____	
24. FULLTIME EMPLOYMENT	25		20- 31	24		19- 28	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 15 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($500,000 - $1 million)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (281) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (179) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		5.44%	(7.86%)-16.00%		12.82%	6.51%- 21.04%		___%
2. TOTAL TIME SALES	$ 728,000	100.0%	$ 606,900-$ 861,700	$ 738,300	100.0%	$ 607,200- $ 867,100	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 4,100	0	0.0%	0- 2,600	_____	____
4. National & Regional Advertisers	110,700	15.2%	55,500- 174,100	108,500	14.7%	52,500- 174,600	_____	____
5. Local Advertisers	617,300	84.8%	504,000- 711,500	629,800	85.3%	507,800- 726,100	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 696,000		$ 581,400-$ 812,300	$ 703,600		$ 594,500- $ 822,800	_____	
7. Non Broadcast Revenue	3,700		0- 14,100	3,600		0- 14,600	_____	
8. Trade-outs & Barter	21,400		6,100- 54,200	16,400		5,000- 37,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 658,100	100.0%	$ 546,100-$ 819,900	$ 613,400	100.0%	$ 498,600- $ 709,800	_____	100.0%
From:								
10. Technical	37,500	5.7%	25,400- 52,800	35,000	5.7%	23,300- 44,100	_____	____
11. Program	177,700	27.0%	140,900- 223,700	171,100	27.9%	124,200- 206,100	_____	____
12. Selling[c]	160,600	24.4%	120,500- 204,300	152,700	24.9%	114,600- 180,100	_____	____
13. General & Administrative	282,300	42.9%	208,800- 360,100	254,600	41.5%	189,300- 299,400	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 324,300	100.0%	$ 265,300-$ 379,800	$ 318,700	100.0%	$ 254,600- $ 357,200	_____	100.0%
From:								
15. Technical	16,500	5.1%	9,400- 22,400	15,000	4.7%	6,800- 19,900	_____	____
16. Program	118,400	36.5%	87,700- 152,600	111,200	34.9%	84,100- 141,700	_____	____
17. Selling	111,600	34.4%	82,000- 134,100	113,800	35.7%	82,000- 132,800	_____	____
18. General & Administrative	77,800	24.0%	49,200- 99,500	78,700	24.7%	46,200- 100,000	_____	____
19. Cost of Outside News Service	$ 7,300		$ 5,100-$ 10,100	$ 7,200		$ 4,900- $ 9,400	_____	
20. Music License Fees	$ 16,900		$ 14,300-$ 21,300	$ 17,400		$ 14,600- $ 21,400	_____	
21. Depreciation & Amortization	$ 30,400		$ 20,200-$ 49,700	$ 26,800		$ 18,300- $ 40,600	_____	
22. Interest	$ 4,800		$ 0-$ 29,500	$ 3,100		$ 0- $ 23,700	_____	
23. PROFIT (Before Federal income tax)	$ 37,900		$ (63,600)-$ 105,800	$ 90,200		$ 40,900- $ 150,000	_____	
24. FULLTIME EMPLOYMENT	18		15- 21	18		14- 21	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 16 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 ($300,000 - $500,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (278)			PROFIT-ONLY STATIONS (159)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		2.18%	(12.17%)-9.74%		7.76%	4.21%- 16.84%		___%
2. TOTAL TIME SALES	$ 413,500	100.0%	$ 355,600-$ 459,300	$ 414,800	100.0%	$ 357,400- $ 462,400	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	48,000	11.6%	21,100- 73,600	43,100	10.4%	16,600- 65,200	_____	____
5. Local Advertisers	365,500	88.4%	305,000- 403,500	371,700	89.6%	315,000- 407,200	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 400,100		$ 348,800-$ 449,000	$ 410,700		$ 352,000- $ 449,200	_____	
7. Non Broadcast Revenue	1,600		0- 6,500	900		0- 6,200	_____	
8. Trade-outs & Barter	8,800		400- 24,900	4,100		0- 16,800	_____	
9. TOTAL BROADCAST EXPENSE	$ 391,400	100.0%	$ 329,000-$ 463,100	$ 378,800	100.0%	$ 309,700- $ 404,200	_____	100.0%
From:								
10. Technical	22,700	5.8%	14,000- 33,400	22,000	5.8%	11,100- 28,600	_____	____
11. Program	110,800	28.3%	88,000- 133,200	110,600	29.2%	81,100- 122,200	_____	____
12. Selling[c]	83,700	21.4%	61,400- 109,400	81,800	21.6%	57,900- 93,200	_____	____
13. General & Administrative	174,200	44.5%	135,400- 219,100	164,400	43.4%	125,600- 177,900	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 191,400	100.0%	$ 161,800-$ 232,100	$ 200,200	100.0%	$ 157,200- $ 217,000	_____	100.0%
From:								
15. Technical	9,000	4.7%	4,100- 14,100	7,800	3.9%	2,900- 13,000	_____	____
16. Program	72,300	37.8%	55,900- 95,200	76,100	38.0%	50,400- 83,700	_____	____
17. Selling	60,700	31.7%	48,500- 77,500	64,700	32.3%	45,500- 70,700	_____	____
18. General & Administrative	49,400	25.8%	36,300- 65,500	51,600	25.8%	37,000- 64,000	_____	____
19. Cost of Outside News Service	$ 7,100		$ 5,000-$ 9,700	$ 7,200		$ 4,900- $ 9,600	_____	
20. Music License Fees	$ 9,700		$ 8,200-$ 11,500	$ 9,800		$ 8,700- $ 11,500	_____	
21. Depreciation & Amortization	$ 19,800		$ 11,000-$ 34,300	$ 16,900		$ 9,900- $ 25,400	_____	
22. Interest	$ 5,800		$ 0-$ 22,100	$ 3,100		$ 0- $ 14,700	_____	
23. PROFIT (Before Federal income tax)	$ 8,700		$ (41,900)-$ 39,500	$ 31,900		$ 16,900- $ 65,400	_____	
24. FULLTIME EMPLOYMENT	12		10- 15	14		10- 14	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 17 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 7 ($150,000 - $300,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (287)			PROFIT-ONLY STATIONS (128)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(1.69%)	(19.25%)-7.31%		9.26%	3.64%- 17.90%		___%
2. TOTAL TIME SALES	$ 218,100	100.0%	$ 184,800-$ 259,300	$ 230,500	100.0%	$ 193,400- $ 267,400	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	20,500	9.4%	3,900- 36,800	21,200	9.2%	7,500- 36,100	_____	____
5. Local Advertisers	197,600	90.6%	161,800- 227,300	209,300	90.8%	168,300- 236,600	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 214,600		$ 183,000-$ 257,200	$ 229,900		$ 199,400- $ 264,100	_____	
7. Non Broadcast Revenue	0		0- 2,800	0		0- 2,600	_____	
8. Trade-outs & Barter	5,600		100- 15,700	3,500		0- 10,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 218,200	100.0%	$ 190,300-$ 277,000	$ 208,600	100.0%	$ 165,600- $ 235,400	_____	100.0%
From:								
10. Technical	12,700	5.8%	7,500- 20,900	12,900	6.2%	6,800- 19,800	_____	____
11. Program	64,800	29.7%	49,500- 84,400	62,600	30.0%	41,400- 76,600	_____	____
12. Selling[c]	42,100	19.3%	30,000- 57,900	40,900	19.6%	25,600- 47,600	_____	____
13. General & Administrative	98,600	45.2%	76,800- 130,500	92,200	44.2%	66,200- 106,500	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 110,100	100.0%	$ 90,600-$ 137,100	$ 108,000	100.0%	$ 86,600- $ 128,700	_____	100.0%
From:								
15. Technical	4,900	4.5%	2,000- 8,400	5,400	5.0%	2,200- 8,900	_____	____
16. Program	42,600	38.7%	29,500- 57,700	40,600	37.6%	22,200- 50,300	_____	____
17. Selling	32,300	29.3%	21,600- 42,200	31,400	29.1%	18,600- 39,100	_____	____
18. General & Administrative	30,300	27.5%	19,600- 41,600	30,600	28.3%	17,500- 40,600	_____	____
19. Cost of Outside News Service	$ 5,500		$ 3,600-$ 7,900	$ 5,500		$ 3,600- $ 8,100	_____	
20. Music License Fees	$ 5,700		$ 4,300-$ 6,900	$ 6,600		$ 4,500- $ 6,800	_____	
21. Depreciation & Amortization	$ 10,900		$ 5,700-$ 21,600	$ 8,500		$ 4,600- $ 14,700	_____	
22. Interest	$ 3,700		$ 0-$ 16,000	$ 2,300		$ 0- $ 8,300	_____	
23. PROFIT (Before Federal income tax)	$ (3,600)		$ (34,700)-$ 17,700	$ 21,300		$ 8,800- $ 44,000	_____	
24. FULLTIME EMPLOYMENT	8		6- 10	7		6- 9	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 18 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 8 (Under $150,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (152) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (48) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(6.15%)	(28.86%)-4.47%		9.46%	4.62%- 17.75%		___%
2. TOTAL TIME SALES	$ 114,800	100.0%	$ 90,300-$ 133,700	$ 116,300	100.0%	$ 96,200- $ 132,600	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	8,200	7.1%	600- 16,300	9,700	8.3%	1,500- 15,900	_____	____
5. Local Advertisers	106,600	92.9%	76,200- 123,500	106,600	91.7%	82,600- 121,600	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 111,900		$ 89,600-$ 133,300	$ 114,800		$ 95,600 $ 133,500	_____	
7. Non Broadcast Revenue	0		0- 800	0		0- 800	_____	
8. Trade-outs & Barter	1,100		0- 4,900	600		0- 2,300	_____	
9. TOTAL BROADCAST EXPENSE	$ 118,800	100.0%	$ 92,300-$ 151,800	$ 103,900	100.0%	$ 82,900- $ 119,000	_____	100.0%
From:								
10. Technical	6,800	5.7%	4,000- 11,600	9,400	9.0%	4,100- 12,100	_____	____
11. Program	37,100	31.2%	27,100- 48,200	39,700	38.2%	23,300- 43,500	_____	____
12. Selling[c]	17,200	14.5%	8,900- 24,800	13,900	13.4%	8,300- 23,200	_____	____
13. General & Administrative	57,700	48.6%	35,500- 80,000	40,900	39.4%	26,100- 51,300	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 55,800	100.0%	$ 45,800-$ 72,300	$ 59,500	100.0%	$ 45,500- $ 63,600	_____	100.0%
From:								
15. Technical	2,100	3.8%	0- 5,100	2,600	4.3%	0- 5,000	_____	____
16 Program	24,400	43.8%	16,200- 33,000	29,400	49.4%	14,600- 30,600	_____	____
17. Selling	12,600	22.5%	5,300- 17,500	11,900	20.0%	4,900- 16,800	_____	____
18. General & Administrative	16,700	29.9%	9,500- 26,400	15,600	26.3%	8,400- 21,500	_____	____
19. Cost of Outside News Service	$ 4,900		$ 2,000-$ 7,200	$ 4,000		$ 1,100- $ 5,800	_____	
20. Music License Fees	$ 2,800		$ 2,000-$ 3,800	$ 2,800		$ 2,400- $ 3,400	_____	
21. Depreciation & Amortization	$ 7,000		$ 3,000-$ 14,600	$ 3,800		$ 2,200- $ 6,900	_____	
22. Interest	$ 1,800		$ 0-$ 8,300	$ 1,000		$ 0- $ 2,500	_____	
23. PROFIT (Before Federal Income tax)	$ (6,900)		$ (28,800)-$ 4,400	$ 10,900		$ 5,400- $ 20,600	_____	
24. FULLTIME EMPLOYMENT	4		4- 6	4		3- 5	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 19 **FULLTIME AM STATIONS, NATIONWIDE**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (433)			PROFIT-ONLY STATIONS (242)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		2.61%	(15.54%)-16.51%		15.17%	7.02%- 24.74%		___%
2. TOTAL TIME SALES	$ 565,700	100.0%	$ 318,600-$ 1,416,100	$ 793,100	100.0%	$ 416,500- $ 2,764,000		100.0%
From:								
3. Network Compensation	600	0.1%	0- 17,200	800	0.1%	0- 19,200		
4. National & Regional Advertisers	73,000	12.9%	27,400- 319,100	112,600	14.2%	37,500- 672,300		
5. Local Advertisers	492,100	87.0%	248,200- 1,035,500	679,700	85.7%	358,700- 1,868,300		
6. TOTAL BROADCAST REVENUE[b]	$ 542,800		$ 306,200-$ 1,278,700	$ 767,500		$ 413,100- $ 2,373,100		
7. Non Broadcast Revenue	2,200		0- 10,300	2,400		0- 14,800		
8. Trade-outs & Barter	25,200		5,400- 73,400	27,800		5,500- 93,600		
9. TOTAL BROADCAST EXPENSE	$ 528,600	100.0%	$ 323,900-$ 1,232,700	$ 651,100	100.0%	$ 363,300- $ 1,827,000		100.0%
From:								
10. Technical	29,600	5.6%	15,300- 70,500	37,100	5.7%	17,300- 93,700		
11. Program	150,100	28.4%	92,600- 374,900	190,100	29.2%	97,400- 595,000		
12. Selling[c]	122,100	23.1%	57,900- 308,800	156,900	24.1%	73,000- 422,200		
13. General & Administrative	226,800	42.9%	136,400- 459,800	267,000	41.0%	145,600- 588,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 257,900	100.0%	$ 156,300-$ 550,600	$ 324,900	100.0%	$ 188,100- $ 819,800		100.0%
From:								
15. Technical	13,400	5.2%	5,200- 35,400	16,600	5.1%	5,700- 47,900		
16. Program	100,600	39.0%	61,700- 236,100	124,100	38.2%	66,600- 333,800		
17. Selling	84,800	32.9%	44,200- 174,300	113,400	34.9%	52,900- 253,200		
18. General & Administrative	59,100	22.9%	37,000- 108,400	70,800	21.8%	44,300- 128,900		
19. Cost of Outside News Service	$ 8,400		$ 5,400-$ 17,100	$ 9,400		$ 6,100- $ 21,500		
20. Music License Fees	$ 12,600		$ 6,900-$ 26,500	$ 16,900		$ 9,700- $ 47,900		
21. Depreciation & Amortization	$ 30,800		$ 13,500-$ 63,800	$ 30,800		$ 13,800- $ 64,600		
22. Interest	$ 1,000		$ 0-$ 17,000	$ 0		$ 0- $ 6,500		
23. PROFIT (Before Federal income tax)	$ 14,200		$ (68,200)-$ 121,900	$ 116,400		$ 30,600- $ 437,500		
24. FULLTIME EMPLOYMENT	17		11- 29	19		12- 34		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 20 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS **MARKET SIZE 1 (2.5 million population & over)**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (37)			PROFIT-ONLY STATIONS (27)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		15.18%	(3.96%)-32.72%		24.78%	11.48%- 35.58%		___%
2. TOTAL TIME SALES	$ 4,539,700	100.0%	$ 2,027,000-$ 10,116,900	$ 6,923,800	100.0%	$ 3,409,600- $11,513,200		100.0%
From:								
3. Network Compensation	104,400	2.3%	0- 234,600	103,800	1.5%	0- 242,400		
4. National & Regional Advertisers	1,339,200	29.5%	266,300- 3,510,600	2,845,700	41.1%	793,100- 3,912,200		
5. Local Advertisers	3,096,100	68.2%	1,410,500- 6,059,400	3,974,300	57.4%	2,263,700- 7,481,800		
6. TOTAL BROADCAST REVENUE[b]	$ 3,906,600		$ 1,772,700-$ 8,415,900	$ 5,756,200		$ 2,879,300- $ 9,529,900		
7. Non Broadcast Revenue	100		0- 10,800	100		0- 5,000		
8. Trade-outs & Barter	159,300		31,500- 374,800	239,700		48,800- 452,200		
9. TOTAL BROADCAST EXPENSE	$ 3,313,600	100.0%	$ 1,756,500-$ 5,589,600	$ 4,329,800	100.0%	$ 2,442,100- $ 6,909,600		100.0%
From:								
10. Technical	225,300	6.8%	123,400- 475,900	346,400	8.0%	113,500- 460,800		
11. Program	1,232,700	37.2%	514,800- 1,977,400	1,658,300	38.3%	721,300- 2,172,100		
12. Selling[c]	715,700	21.6%	322,300- 1,379,000	913,600	21.1%	571,800- 1,468,000		
13. General & Administrative	1,139,900	34.4%	598,900- 1,792,400	1,411,500	32.6%	605,700- 1,897,300		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,346,000	100.0%	$ 863,900-$ 2,279,600	$ 1,757,000	100.0%	$ 1,044,800- $ 2,601,000		100.0%
From:								
15. Technical	168,300	12.5%	37,100- 362,000	209,100	11.9%	38,500- 383,700		
16. Program	607,000	45.1%	301,400- 1,192,400	836,300	47.6%	424,700- 1,249,800		
17. Selling	366,100	27.2%	194,100- 523,400	453,300	25.8%	277,300- 583,800		
18. General & Administrative	204,600	15.2%	151,400- 280,800	258,300	14.7%	161,700- 322,300		
19. Cost of Outside News Service	$ 44,000		$ 20,100-$ 97,900	$ 50,000		$ 24,400- $ 119,700		
20. Music License Fees	$ 53,600		$ 18,000-$ 153,100	$ 76,200		$ 33,800- $ 193,100		
21. Depreciation & Amortization	$ 141,600		$ 49,100-$ 243,100	$ 123,700		$ 42,300- $ 252,000		
22. Interest	$ 0		$ 0-$ 4,000	$ 0		$ 0- $ 4,200		
23. PROFIT (Before Federal income tax)	$ 593,000		$ (47,100)-$ 2,698,200	$ 1,426,400		$ 331,700- $ 3,123,500		
24. FULLTIME EMPLOYMENT	44		30- 64	45		37- 79		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 21 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (1 - 2.5 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (59)			PROFIT-ONLY STATIONS (34)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		12.27%	(37.24%)-23.65%		21.83%	15.93%- 29.66%		___%
2. TOTAL TIME SALES	$ 2,770,600	100.0%	$ 1,049,200-$ 4,038,200	$ 3,887,300	100.0%	$ 2,897,700- $ 4,750,700	_____	100.0%
From:								
3. Network Compensation	47,100	1.7%	0- 84,700	66,100	1.7%	0- 94,100	_____	_____
4. National & Regional Advertisers	734,200	26.5%	154,800- 1,340,900	1,166,200	30.0%	659,000- 1,627,300	_____	_____
5. Local Advertisers	1,989,300	71.8%	696,300- 2,496,500	2,655,000	68.3%	1,983,700- 3,498,800	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 2,347,700		$ 1,108,400-$ 3,414,700	$ 3,248,100		$ 2,442,300- $ 4,031,700	_____	
7. Non Broadcast Revenue	2,600		0- 16,300	6,700		400- 37,300	_____	
8. Trade-outs & Barter	92,700		48,000- 218,900	132,000		64,600- 240,800	_____	
9. TOTAL BROADCAST EXPENSE	$ 2,059,600	100.0%	$ 1,409,700-$ 2,683,300	$ 2,539,000	100.0%	$ 1,883,300- $ 2,939,800	_____	100.0%
From:								
10. Technical	98,900	4.8%	51,200- 163,000	114,300	4.5%	63,800- 173,300	_____	_____
11. Program	743,500	36.1%	459,400- 1,019,000	926,700	36.5%	609,700- 1,173,300	_____	_____
12. Selling[c]	502,500	24.4%	269,100- 705,500	655,100	25.8%	427,600- 752,000	_____	_____
13. General & Administrative	714,700	34.7%	434,000- 807,900	842,900	33.2%	543,600- 915,900	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 884,800	100.0%	$ 635,700-$ 1,126,400	$ 1,104,700	100.0%	$ 819,800- $ 1,168,500	_____	100.0%
From:								
15. Technical	45,100	5.1%	24,200- 92,000	57,400	5.2%	27,400- 109,900	_____	_____
16. Program	438,900	49.6%	254,200- 526,500	532,500	48.2%	360,500- 606,300	_____	_____
17. Selling	273,400	30.9%	140,400- 347,100	354,600	32.1%	251,700- 361,900	_____	_____
18. General & Administrative	127,400	14.4%	74,900- 170,300	160,200	14.5%	98,200- 202,700	_____	_____
19. Cost of Outside News Service	$ 22,100		$ 6,900-$ 35,800	$ 22,500		$ 11,400- $ 32,600	_____	
20. Music License Fees	$ 34,500		$ 13,000-$ 79,800	$ 77,100		$ 40,700- $ 102,800	_____	
21. Depreciation & Amortization	$ 81,600		$ 49,100-$ 146,200	$ 81,300		$ 56,900- $ 133,300	_____	
22. Interest	$ 0		$ 0-$ 3,000	$ 0		$ 0- $ 1,700	_____	
23. PROFIT (Before Federal income tax)	$ 288,100		$ (302,400)-$ 775,500	$ 709,100		$ 368,000- $ 1,006,700	_____	
24. FULLTIME EMPLOYMENT	34		28- 41	38		33- 45	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 22 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (500,000 - 1 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (65)			PROFIT-ONLY STATIONS (33)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		2.75%	(23.79%)- 19.58%		18.91%	7.13%- 26.33%		___%
2. TOTAL TIME SALES	$ 923,700	100.0%	$ 537,600-$ 2,027,700	$ 1,817,800	100.0%	$ 899,800- $ 2,864,400	_____	100.0%
From:								
3. Network Compensation	17,500	1.9%	4,500- 36,800	18,200	1.0%	0- 43,400	_____	____
4. National & Regional Advertisers	217,100	23.5%	34,500- 481,700	470,800	25.9%	79,600- 703,800	_____	____
5. Local Advertisers	689,100	74.6%	448,700- 1,435,100	1,328,800	73.1%	786,200- 1,943,400	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 820,100		$ 513,000-$ 1,777,900	$ 1,578,000		$ 871,900- $ 2,408,200	_____	
7. Non Broadcast Revenue	3,700		100- 17,000	9,500		0- 16,900	_____	
8. Trade-outs & Barter	51,800		30,500- 91,200	47,400		30,500- 108,800	_____	
9. TOTAL BROADCAST EXPENSE	$ 797,500	100.0%	$ 591,400-$ 1,577,300	$ 1,279,600	100.0%	$ 767,900- $ 1,777,000	_____	100.0%
From:								
10. Technical	43,100	5.4%	30,700- 115,000	75,500	5.9%	35,300- 124,200	_____	____
11. Program	243,200	30.5%	164,500- 468,000	431,200	33.7%	178,100- 611,700	_____	____
12. Selling[c]	189,000	23.7%	113,200- 382,500	299,400	23.4%	181,500- 468,300	_____	____
13. General & Administrative	322,200	40.4%	281,100- 525,400	473,500	37.0%	309,100- 606,700	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 381,800	100.0%	$ 271,900-$ 712,800	$ 652,100	100.0%	$ 339,500- $ 828,700	_____	100.0%
From:								
15. Technical	23,700	6.2%	10,200- 54,500	45,000	6.9%	14,800- 82,000	_____	____
16. Program	158,400	41.5%	104,400- 288,300	282,400	43.3%	133,300- 325,300	_____	____
17. Selling	124,500	32.6%	67,100- 215,100	214,500	32.9%	130,600- 275,100	_____	____
18. General & Administrative	75,200	19.7%	52,000- 121,000	110,200	16.9%	61,900- 149,000	_____	____
19. Cost of Outside News Service	$ 11,700		$ 7,000-$ 20,900	$ 14,900		$ 7,700- $ 23,300	_____	
20. Music License Fees	$ 18,900		$ 9,000-$ 40,000	$ 37,000		$ 15,900- $ 63,800	_____	
21. Depreciation & Amortization	$ 44,200		$ 17,800-$ 68,900	$ 41,200		$ 21,000- $ 64,900	_____	
22. Interest	$ 1,700		$ 0-$ 22,400	$ 0		$ 0- $ 8,400	_____	
23. PROFIT (Before Federal Income tax)	$ 22,600		$ (171,500)-$ 306,800	$ 298,400		$ 96,300- $ 493,000	_____	
24. FULLTIME EMPLOYMENT	24		16- 32	26		18- 32	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 23 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (250,000 - 500,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (57) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (25) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(2.85%)	(40.78%)-11.57%		13.35%	5.37%- 21.52%		___%
2. TOTAL TIME SALES	$ 658,400	100.0%	$ 373,100-$ 947,500	$ 918,100	100.0%	$ 540,700- $ 1,483,800	_____	100.0%
From:								
3. Network Compensation	3,300	0.5%	0- 10,400	2,800	0.3%	0- 12,900	_____	____
4. National & Regional Advertisers	106,700	16.2%	33,800- 157,600	143,200	15.6%	63,500- 232,200	_____	____
5. Local Advertisers	548,400	83.3%	298,100- 816,000	772,100	84.1%	449,500- 1,218,900	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 658,400		$ 357,600-$ 868,700	$ 837,300		$ 525,500- $ 1,362,000	_____	
7. Non Broadcast Revenue	3,400		0- 10,900	4,700		0- 18,000	_____	
8. Trade-outs & Barter	30,300		13,800- 80,400	25,500		13,800- 126,900	_____	
9. TOTAL BROADCAST EXPENSE	$ 677,200	100.0%	$ 403,100-$ 955,000	$ 725,500	100.0%	$ 496,100- $ 1,030,500	_____	100.0%
From:								
10. Technical	42,000	6.2%	24,100- 60,200	45,700	6.3%	24,600- 65,000	_____	____
11. Program	209,200	30.9%	110,800- 270,000	219,100	30.2%	110,800- 257,500	_____	____
12. Selling[c]	172,700	25.5%	99,300- 234,000	195,900	27.0%	126,300- 306,700	_____	____
13. General & Administrative	253,300	37.4%	150,000- 393,100	264,800	36.5%	175,600- 408,700	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 328,300	100.0%	$ 194,100-$ 418,400	$ 332,300	100.0%	$ 238,300- $ 474,700	_____	100.0%
From:								
15. Technical	17,100	5.2%	9,600- 23,800	15,000	4.5%	10,100- 34,000	_____	____
16. Program	140,500	42.8%	80,500- 178,000	126,600	38.1%	82,900- 195,100	_____	____
17. Selling	108,000	32.9%	59,900- 146,300	127,900	38.5%	86,700- 179,400	_____	____
18. General & Administrative	62,700	19.1%	34,700- 91,900	62,800	18.9%	40,800- 106,500	_____	____
19. Cost of Outside News Service	$ 7,700		$ 5,300-$ 11,700	$ 7,300		$ 5,300- $ 11,900	_____	
20. Music License Fees	$ 14,300		$ 9,100-$ 23,400	$ 19,500		$ 11,200- $ 34,500	_____	
21. Depreciation & Amortization	$ 29,300		$ 16,000-$ 51,800	$ 25,500		$ 11,000- $ 49,500	_____	
22. Interest	$ 600		$ 0-$ 23,500	$ 0		$ 0- $ 2,200	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ (18,800)		$ (145,700)-$ 72,300	$ 111,800		$ 31,400- $ 200,500	_____	
24. FULLTIME EMPLOYMENT	18		14- 23	19		14- 25	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 24 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 5 (100,000 - 250,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (67)			PROFIT-ONLY STATIONS (38)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		1.09%	(14.31%)-11.88%		10.65%	2.83%- 19.63%		___%
2. TOTAL TIME SALES	$ 547,400	100.0%	$ 393,500-$ 782,500	$ 652,300	100.0%	$ 448,800- $ 986,900	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 3,300	1,300	0.2%	0- 7,400	_____	____
4. National & Regional Advertisers	65,100	11.9%	42,900- 120,000	88,700	13.6%	49,000- 192,200	_____	____
5. Local Advertisers	482,300	88.1%	337,200- 655,800	562,300	86.2%	375,700- 739,600	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 511,600		$ 391,800-$ 758,500	$ 629,000		$ 443,900- $ 940,100	_____	
7. Non Broadcast Revenue	2,900		0- 10,500	5,200		100- 18,900	_____	
8. Trade-outs & Barter	25,200		6,200- 38,600	26,500		10,200- 38,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 506,000	100.0%	$ 392,800-$ 709,800	$ 562,000	100.0%	$ 395,900- $ 751,700	_____	100.0%
From:								
10. Technical	28,300	5.6%	13,200- 43,100	29,200	5.2%	13,000- 45,100	_____	____
11. Program	135,100	26.7%	101,000- 203,700	166,300	29.6%	96,700- 217,900	_____	____
12. Selling[c]	118,900	23.5%	80,600- 159,300	133,800	23.8%	81,800- 198,900	_____	____
13. General & Administrative	223,700	44.2%	156,700- 319,100	232,700	41.4%	176,500- 327,100	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 263,900	100.0%	$ 193,000-$ 351,900	$ 311,000	100.0%	$ 194,800- $ 413,000	_____	100.0%
From:								
15. Technical	14,200	5.4%	5,400- 21,400	14,300	4.6%	3,900- 26,400	_____	____
16. Program	101,900	38.6%	68,000- 148,100	122,500	39.4%	64,700- 153,200	_____	____
17. Selling	82,900	31.4%	44,800- 118,600	99,200	31.9%	56,000- 143,500	_____	____
18. General & Administrative	64,900	24.6%	45,400- 89,800	75,000	24.1%	46,000- 96,100	_____	____
19. Cost of Outside News Service	$ 7,200		$ 5,300-$ 9,900	$ 8,400		$ 6,000- $ 12,100	_____	
20. Music License Fees	$ 13,300		$ 9,200-$ 19,400	$ 16,700		$ 12,000- $ 23,500	_____	
21. Depreciation & Amortization	$ 30,800		$ 14,000-$ 46,100	$ 29,900		$ 14,000- $ 40,500	_____	
22. Interest	$ 3,000		$ 0-$ 35,800	$ 1,900		$ 0- $ 20,300	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 5,600		$ (46,500)-$ 76,600	$ 67,000		$ 17,500- $ 184,400	_____	
24. FULLTIME EMPLOYMENT	16		13- 19	18		13- 22	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 25 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 6 (25,000 - 100,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (41)			PROFIT-ONLY STATIONS (28)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		5.17%	(3.21%)-15.48%		11.71%	5.06%- 18.66%		___%
2. TOTAL TIME SALES	$ 445,500	100.0%	$ 342,100-$ 642,200	$ 499,500	100.0%	$ 396,300- $ 844,500		100.0%
From:								
3. Network Compensation	0	0.0%	0- 3,000	0	0.0%	0- 4,100		
4. National & Regional Advertisers	55,700	12.5%	32,500- 119,600	62,400	12.5%	40,000- 119,600		
5. Local Advertisers	389,800	87.5%	282,600- 607,700	437,100	87.5%	316,300- 702,800		
6. TOTAL BROADCAST REVENUE[b]	$ 432,100		$ 341,800-$ 637,600	$ 482,000		$ 394,900- $ 815,800		
7. Non Broadcast Revenue	4,100		100- 13,000	4,100		100- 13,000		
8. Trade-outs & Barter	8,100		3,100- 18,400	7,100		2,700- 17,600		
9. TOTAL BROADCAST EXPENSE	$ 409,800	100.0%	$ 309,600-$ 630,000	$ 425,600	100.0%	$ 349,900- $ 683,800		100.0%
From:								
10. Technical	19,700	4.8%	13,500- 32,700	25,100	5.9%	17,300- 35,900		
11. Program	127,000	31.0%	98,000- 174,300	128,100	30.1%	100,800- 186,600		
12. Selling[c]	85,700	20.9%	56,000- 142,600	97,900	23.0%	64,600- 159,100		
13. General & Administrative	177,400	43.3%	122,500- 253,700	174,500	41.0%	126,800- 286,400		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 219,900	100.0%	$ 153,200-$ 329,900	$ 237,600	100.0%	$ 189,900- $ 362,000		100.0%
From:								
15. Technical	8,600	3.9%	3,400- 19,200	12,600	5.3%	7,400- 21,800		
16. Program	92,800	42.2%	62,900- 125,300	101,200	42.6%	62,900- 127,000		
17. Selling	65,500	29.8%	43,800- 94,000	72,500	30.5%	49,800- 117,600		
18. General & Administrative	53,000	24.1%	37,900- 75,300	51,300	21.6%	40,300- 82,600		
19. Cost of Outside News Service	$ 7,300		$ 5,100-$ 8,900	$ 7,800		$ 5,100- $ 9,200		
20. Music License Fees	$ 12,000		$ 8,300-$ 16,600	$ 13,200		$ 10,700- $ 21,500		
21. Depreciation & Amortization	$ 19,500		$ 10,200-$ 32,200	$ 20,500		$ 12,600- $ 33,800		
22. Interest	$ 2,100		$ 0-$ 18,100	$ 2,300		$ 0- $ 18,100		
23. PROFIT (Before Federal Income tax)	$ 22,300		$ (9,300)-$ 81,700	$ 56,400		$ 27,700- $ 103,000		
24. FULLTIME EMPLOYMENT	15		11- 20	17		12- 20		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 26 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 7 (10,000 - 25,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (58)			PROFIT-ONLY STATIONS (34)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		2.45%	(7.79%)-15.75%		14.00%	3.96%- 20.58%		___%
2. TOTAL TIME SALES	$ 361,300	100.0%	$ 232,800-$ 481,700	$ 420,100	100.0%	$ 284,200- $ 526,600	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	37,200	10.3%	12,500- 59,100	38,600	9.2%	12,500- 65,500	_____	____
5. Local Advertisers	324,100	89.7%	199,900- 433,400	381,500	90.8%	242,500- 476,900	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 358,000		$ 230,100-$ 485,700	$ 424,800		$ 280,600- $ 525,800	_____	
7. Non Broadcast Revenue	300		0- 5,100	1,300		0- 6,000	_____	
8. Trade-outs & Barter	3,800		400- 10,700	2,800		200- 9,300	_____	
9. TOTAL BROADCAST EXPENSE	$ 349,200	100.0%	$ 226,300-$ 433,000	$ 365,300	100.0%	$ 226,500- $ 442,900	_____	100.0%
From:								
10. Technical	17,800	5.1%	9,600- 24,400	16,800	4.6%	10,900- 25,900	_____	____
11. Program	101,300	29.0%	61,400- 119,000	112,900	30.9%	60,500- 125,900	_____	____
12. Selling[c]	66,700	19.1%	41,200- 97,800	76,700	21.0%	49,700- 114,100	_____	____
13. General & Administrative	163,400	46.8%	101,700- 205,500	158,900	43.5%	95,200- 197,700	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 168,400	100.0%	$ 120,800-$ 230,400	$ 183,100	100.0%	$ 143,600- $ 243,300	_____	100.0%
From:								
15. Technical	5,000	3.0%	1,600- 10,600	4,600	2.5%	2,200- 10,800	_____	____
16. Program	67,200	39.9%	43,900- 80,300	67,400	36.8%	47,600- 87,900	_____	____
17. Selling	52,200	31.0%	34,400- 83,700	61,300	33.5%	45,600- 91,300	_____	____
18. General & Administrative	44,000	26.1%	24,000- 62,500	49,800	27.2%	34,600- 68,900	_____	____
19. Cost of Outside News Service	$ 6,700		$ 4,900-$ 8,900	$ 7,100		$ 5,700- $ 10,300	_____	
20. Music License Fees	$ 9,100		$ 5,700-$ 11,800	$ 9,800		$ 7,300- $ 12,900	_____	
21. Depreciation & Amortization	$ 17,000		$ 7,400-$ 30,900	$ 18,200		$ 7,300- $ 28,200	_____	
22. Interest	$ 3,600		$ 0-$ 28,400	$ 900		$ 0- $ 13,100	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 8,800		$ (12,500)-$ 77,100	$ 59,500		$ 12,500- $ 96,700	_____	
24. FULLTIME EMPLOYMENT	11		8- 13	12		9- 14	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 27 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 8 (Under 10,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (49) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (23) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(0.68%)	(10.29%)-13.14%		13.44%	7.32%- 17.52%		___%
2. TOTAL TIME SALES	$ 171,000	100.0%	$ 123,500-$ 277,200	$ 222,900	100.0%	$ 150,000- $ 333,400	_____ _____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	13,700	8.0%	7,000- 26,700	19,600	8.8%	13,400- 29,900	_____	_____
5. Local Advertisers	157,300	92.0%	108,500- 236,800	203,300	91.2%	128,900- 311,700	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 171,000		$ 126,800-$ 276,800	$ 219,100		$ 148,100- $ 343,200	_____	
7. Non Broadcast Revenue	0		0- 2,100	0		0- 1,800	_____	
8. Trade-outs & Barter	0		0- 5,300	0		0- 2,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 172,200	100.0%	$ 125,400-$ 275,800	$ 189,700	100.0%	$ 113,200- $ 287,200	_____	100.0%
From:								
10. Technical	9,100	5.3%	4,800- 15,200	9,100	4.8%	4,900- 18,300	_____	_____
11. Program	58,600	34.0%	43,300- 87,800	72,900	38.4%	42,700- 94,600	_____	_____
12. Selling[c]	23,600	13.7%	9,000- 36,800	19,500	10.3%	8,300- 56,600	_____	_____
13. General & Administrative	80,900	47.0%	58,100- 119,100	88,200	46.5%	43,900- 135,700	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 88,100	100.0%	$ 53,100-$ 141,800	$ 99,800	100.0%	$ 60,900- $ 148,500	_____	100.0%
From:								
15. Technical	4,200	4.8%	600- 9,100	5,200	5.2%	2,000- 12,000	_____	_____
16. Program	41,900	47.5%	26,500- 60,100	50,900	51.0%	26,400- 67,500	_____	_____
17. Selling	16,700	19.0%	6,300- 28,000	15,000	15.0%	8,300- 34,600	_____	_____
18. General & Administrative	25,300	28.7%	13,500- 41,600	28,700	28.8%	14,400- 52,000	_____	_____
19. Cost of Outside News Service	$ 6,000		$ 4,500-$ 9,300	$ 7,000		$ 5,300- $ 9,500	_____	
20. Music License Fees	$ 4,900		$ 2,500-$ 7,200	$ 5,200		$ 3,300- $ 8,300	_____	
21. Depreciation & Amortization	$ 9,800		$ 4,100-$ 22,300	$ 4,600		$ 3,100- $ 17,800	_____	
22. Interest	$ 2,500		$ 0-$ 12,700	$ 100		$ 0- $ 2,500	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ (1,200)		$ (22,500)-$ 30,400	$ 29,400		$ 17,600- $ 56,100	_____	
24. FULLTIME EMPLOYMENT	7		4- 10	8		4- 10	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 28 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($5 million & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (19)			PROFIT-ONLY STATIONS (18)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		34.82%	24.78%-37.99%		34.91%	25.37%- 38.64%		___%
2. TOTAL TIME SALES	$ 9,878,400	100.0%	$ 7,764,300-$ 13,195,200	$ 10,343,100	100.0%	$ 7,938,500- $13,442,700	_____	100.0%
From:								
3. Network Compensation	197,600	2.0%	93,800- 358,300	196,500	1.9%	46,900- 391,200	_____	____
4. National & Regional Advertisers	3,368,500	34.1%	2,808,000- 4,031,400	3,485,600	33.7%	2,904,400- 4,146,100	_____	____
5. Local Advertisers	6,312,300	63.9%	3,922,900- 9,450,600	6,661,000	64.4%	4,037,200- 9,458,900	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 8,266,400		$ 6,440,600-$ 11,143,300	$ 8,621,100		$ 6,671,100- $11,417,500	_____	
7. Non Broadcast Revenue	700		0- 18,200	1,100		0- 21,500	_____	
8. Trade-outs & Barter	355,200		239,700- 641,100	374,800		256,900- 713,300	_____	
9. TOTAL BROADCAST EXPENSE	$ 5,388,000	100.0%	$ 4,747,800-$ 7,574,200	$ 5,611,500	100.0%	$ 4,608,300- $ 7,660,100	_____	100.0%
From:								
10. Technical	404,100	7.5%	177,400- 561,500	392,800	7.0%	172,000- 566,400	_____	____
11. Program	1,939,700	36.0%	1,756,100- 2,485,600	2,008,900	35.8%	1,640,800- 3,093,600	_____	____
12. Selling[c]	1,347,000	25.0%	1,030,500- 1,859,000	1,408,500	25.1%	890,300- 1,892,400	_____	____
13. General & Administrative	1,697,200	31.5%	1,229,400- 2,031,300	1,801,300	32.1%	1,288,000- 2,147,900	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,227,900	100.0%	$ 1,519,000-$ 3,118,600	$ 2,186,800	100.0%	$ 1,517,800- $ 3,187,000	_____	100.0%
From:								
15. Technical	254,000	11.4%	131,000- 393,200	249,300	11.4%	111,500- 419,800	_____	____
16. Program	1,171,900	52.6%	705,300- 1,576,800	1,139,300	52.1%	686,200- 1,699,400	_____	____
17. Selling	550,300	24.7%	394,100- 726,900	535,800	24.5%	380,200- 743,000	_____	____
18. General & Administrative	251,700	11.3%	215,600- 325,200	262,400	12.0%	217,800- 327,800	_____	____
19. Cost of Outside News Service	$ 112,600		$ 50,000-$ 179,800	$ 116,200		$ 54,200- $ 180,600	_____	
20. Music License Fees	$ 164,800		$ 53,500-$ 226,300	$ 173,800		$ 51,700- $ 227,000	_____	
21. Depreciation & Amortization	$ 158,400		$ 101,300-$ 318,600	$ 169,900		$ 102,700- $ 329,000	_____	
22. Interest	$ 0		$ 0-$ 3,800	$ 0		$ 0- $ 4,700	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 2,878,400		$ 1,971,800-$ 3,338,900	$ 3,009,600		$ 1,988,000- $ 3,567,700	_____	
24. FULLTIME EMPLOYMENT	63		44- 80	64		44- 82	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 29 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($3 million - $5 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (26)			PROFIT-ONLY STATIONS (24)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		22.29%	15.28%-30.08%		23.82%	16.11%- 30.08%		___%
2. TOTAL TIME SALES	$ 4,218,200	100.0%	$ 3,887,300-$ 4,845,000	$ 4,292,400	100.0%	$ 3,977,300- $ 4,845,000	_____	100.0%
From:								
3. Network Compensation	67,500	1.6%	0- 114,900	64,400	1.5%	0- 89,300	_____	____
4. National & Regional Advertisers	1,328,700	31.5%	926,500- 1,627,300	1,326,300	30.9%	983,700- 1,627,300	_____	____
5. Local Advertisers	2,822,000	66.9%	2,479,400- 3,705,600	2,901,700	67.6%	2,538,800- 3,705,600	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 3,576,000		$ 3,278,700-$ 4,130,900	$ 3,655,800		$ 3,351,000- $ 4,130,900	_____	
7. Non Broadcast Revenue	5,000		0- 39,900	5,900		0- 40,700	_____	
8. Trade-outs & Barter	130,600		69,300- 236,300	122,800		69,300- 236,300	_____	
9. TOTAL BROADCAST EXPENSE	$ 2,778,900	100.0%	$ 2,372,600-$ 3,514,200	$ 2,785,000	100.0%	$ 2,372,600- $ 3,236,400	_____	100.0%
From:								
10. Technical	175,100	6.3%	93,600- 254,300	175,400	6.3%	93,600- 217,300	_____	____
11. Program	1,089,300	39.2%	776,500- 1,212,100	1,102,900	39.6%	776,500 1,197,400	_____	____
12. Selling[c]	650,300	23.4%	469,800- 880,300	651,700	23.4%	469,800- 854,400	_____	____
13. General & Administrative	864,200	31.1%	657,600- 1,367,100	855,000	30.7%	657,600- 1,059,800	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,184,600	100.0%	$ 958,600-$ 1,416,400	$ 1,161,300	100.0%	$ 958,600- $ 1,408,800	_____	100.0%
From:								
15. Technical	100,700	8.5%	44,000- 174,000	101,000	8.7%	44,000- 165,000	_____	____
16. Program	547,300	46.2%	434,600- 691,600	524,900	45.2%	434,600- 655,700	_____	____
17. Selling	351,800	29.7%	306,700- 378,900	350,700	30.2%	307,700- 372,400	_____	____
18. General & Administrative	184,800	15.6%	109,400- 226,400	184,700	15.9%	109,400- 220,700	_____	____
19. Cost of Outside News Service	$ 25,400		$ 17,800-$ 39,900	$ 23,800		$ 17,800- $ 34,900	_____	
20. Music License Fees	$ 86,000		$ 76,700-$ 108,200	$ 90,400		$ 78,200- $ 108,200	_____	
21. Depreciation & Amortization	$ 92,600		$ 58,000-$ 161,200	$ 81,300		$ 54,000- $ 124,400	_____	
22. Interest	$ 0		$ 0-$ 900	$ 0		$ 0- $ 0	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 797,100		$ 547,700-$ 1,119,400	$ 870,800		$ 655,600- $ 1,119,400	_____	
24. FULLTIME EMPLOYMENT	43		38- 48	43		38- 48	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 30 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($2 million - $3 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (29)			PROFIT-ONLY STATIONS (24)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		12.27%	0.93%-24.44%		15.89%	8.37%- 24.58%		___%
2. TOTAL TIME SALES	$ 2,995,900	100.0%	$ 2,751,700-$ 3,142,800	$ 2,991,700	100.0%	$ 2,764,000- $ 3,138,900	_____	100.0%
From:								
3. Network Compensation	56,900	1.9%	16,900- 96,600	53,900	1.8%	15,100- 85,700	_____	____
4. National & Regional Advertisers	749,000	25.0%	638,300- 979,600	738,900	24.7%	638,300- 979,600	_____	____
5. Local Advertisers	2,190,000	73.1%	1,868,300- 2,263,500	2,198,900	73.5%	1,868,300- 2,263,500	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 2,534,400		$ 2,349,900-$ 2,672,600	$ 2,529,000		$ 2,373,100- $ 2,672,600	_____	
7. Non Broadcast Revenue	6,400		0- 22,700	10,600		1,100- 28,700	_____	
8. Trade-outs & Barter	94,300		36,900- 243,000	91,900		35,700- 213,400	_____	
9. TOTAL BROADCAST EXPENSE	$ 2,223,400	100.0%	$ 1,876,800-$ 2,466,300	$ 2,127,100	100.0%	$ 1,827,000- $ 2,368,000	_____	100.0%
From:								
10. Technical	129,000	5.8%	80,100- 182,900	134,000	6.3%	78,600- 168,100	_____	____
11. Program	740,400	33.3%	607,800- 957,000	733,800	34.5%	592,800- 810,600	_____	____
12. Selling[c]	589,200	26.5%	453,200- 709,200	546,700	25.7%	434,600- 635,200	_____	____
13. General & Administrative	764,800	34.4%	588,800- 872,500	712,600	33.5%	583,500- 802,300	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 924,500	100.0%	$ 838,400-$ 1,107,200	$ 883,000	100.0%	$ 819,800- $ 1,048,800	_____	100.0%
From:								
15. Technical	75,800	8.2%	36,600- 110,100	76,000	8.6%	36,300- 104,100	_____	____
16. Program	421,600	45.6%	330,200- 575,600	403,500	45.7%	313,800- 508,300	_____	____
17. Selling	282,900	30.6%	243,100- 342,300	269,300	30.5%	243,100- 308,400	_____	____
18. General & Administrative	144,200	15.6%	109,000- 179,800	134,200	15.2%	109,000- 166,700	_____	____
19. Cost of Outside News Service	$ 29,200		$ 19,900-$ 41,700	$ 27,300		$ 19,200- $ 37,700	_____	
20. Music License Fees	$ 65,600		$ 48,900-$ 72,700	$ 66,300		$ 55,600- $ 72,700	_____	
21. Depreciation & Amortization	$ 71,800		$ 60,000-$ 146,300	$ 70,000		$ 60,000- $ 133,100	_____	
22. Interest	$ 0		$ 0-$ 2,400	$ 0		$ 0- $ 2,200	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 311,000		$ 23,400-$ 575,900	$ 401,900		$ 205,300- $ 592,100	_____	
24. FULLTIME EMPLOYMENT	37		31- 44	34		29- 44	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 31 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($1 million - $2 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (56)			PROFIT-ONLY STATIONS (36)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		11.98%	(21.54%)-22.40%		19.93%	12.22%- 31.67%		___%
2. TOTAL TIME SALES	$ 1,520,600	100.0%	$ 1,287,200-$ 1,802,600	$ 1,575,300	100.0%	$ 1,273,500- $ 1,811,800	_____	100.0%
From:								
3. Network Compensation	18,200	1.2%	5,200- 46,000	14,200	0.9%	3,400- 37,600	_____	_____
4. National & Regional Advertisers	369,500	24.3%	217,600- 534,800	357,600	22.7%	232,200- 545,600	_____	_____
5. Local Advertisers	1,132,900	74.5%	947,300- 1,309,000	1,203,500	76.4%	939,900- 1,334,100	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 1,364,100		$ 1,167,000-$ 1,629,800	$ 1,372,600		$ 1,138,100- $ 1,650,500	_____	
7. Non Broadcast Revenue	5,000		400- 17,000	7,900		300- 16,900	_____	
8. Trade-outs & Barter	49,700		29,000- 101,900	36,600		25,800- 111,800	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,200,700	100.0%	$ 984,000-$ 1,629,400	$ 1,099,000	100.0%	$ 905,800- $ 1,362,200	_____	100.0%
From:								
10. Technical	66,000	5.5%	50,500- 114,400	62,700	5.7%	46,300- 86,100	_____	_____
11. Program	401,000	33.4%	289,100- 575,800	351,700	32.0%	228,300- 474,700	_____	_____
12. Selling[c]	299,000	24.9%	243,700- 423,000	285,700	26.0%	221,500- 350,800	_____	_____
13. General & Administrative	434,700	36.2%	362,100- 602,000	398,900	36.3%	324,600- 497,900	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 516,700	100.0%	$ 490,000-$ 717,100	$ 542,000	100.0%	$ 447,700- $ 659,400	_____	100.0%
From:								
15. Technical	30,500	5.9%	22,100- 60,000	26,600	4.9%	20,600- 42,700	_____	_____
16. Program	232,000	44.9%	175,700- 335,900	219,000	40.4%	154,100- 285,900	_____	_____
17. Selling	163,800	31.7%	143,900- 239,800	194,000	35.8%	147,700- 235,400	_____	_____
18. General & Administrative	90,400	17.5%	75,900- 133,500	102,400	18.9%	64,700- 123,600	_____	_____
19. Cost of Outside News Service	$ 16,400		$ 8,900-$ 24,700	$ 13,300		$ 8,900- $ 21,500	_____	
20. Music License Fees	$ 33,500		$ 25,100-$ 39,600	$ 34,700		$ 26,300- $ 40,000	_____	
21. Depreciation & Amortization	$ 53,700		$ 37,500-$ 130,600	$ 44,700		$ 28,100- $ 56,700	_____	
22. Interest	$ 0		$ 0-$ 2,000	$ 0		$ 0- $ 1,900	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 163,400		$ (280,500)-$ 347,000	$ 273,600		$ 150,600- $ 411,100	_____	
24. FULLTIME EMPLOYMENT	29		23- 33	26		21- 31	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 32 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($500,000 -$1 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (105)			PROFIT-ONLY STATIONS (55)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		0.71%	(14.46%)-12.82%		11.88%	5.17%- 17.02%		___%
2. TOTAL TIME SALES	$ 695,500	100.0%	$ 583,800-$ 834,000	$ 695,500	100.0%	$ 584,600- $ 860,700		100.0%
From:								
3. Network Compensation	0	0.0%	0- 8,600	0	0.0%	0- 3,100		
4. National & Regional Advertisers	91,100	13.1%	41,700- 141,000	63,300	9.1%	37,300- 123,400		
5. Local Advertisers	604,400	86.9%	500,400- 703,700	632,200	90.9%	507,800- 765,400		
6. TOTAL BROADCAST REVENUE[b]	$ 674,100		$ 567,200-$ 779,400	$ 680,200		$ 575,400- $ 815,900		
7. Non Broadcast Revenue	3,600		300- 15,700	3,600		0- 13,100		
8. Trade-outs & Barter	29,600		9,400- 59,000	16,400		8,300- 35,700		
9. TOTAL BROADCAST EXPENSE	$ 669,300	100.0%	$ 548,100-$ 857,300	$ 599,400	100.0%	$ 496,200- $ 739,600		100.0%
From:								
10. Technical	34,100	5.1%	22,500- 49,100	30,600	5.1%	20,000- 37,300		
11. Program	182,000	27.2%	137,400- 247,700	171,400	28.6%	119,200- 216,500		
12. Selling[c]	160,000	23.9%	124,600- 205,100	146,900	24.5%	117,700- 173,400		
13. General & Administrative	293,200	43.8%	211,000- 377,400	250,500	41.8%	190,200- 310,100		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 330,200	100.0%	$ 267,000-$ 391,400	$ 330,600	100.0%	$ 258,600- $ 359,700		100.0%
From:								
15. Technical	15,200	4.6%	6,600- 23,300	13,200	4.0%	4,400- 18,000		
16. Program	130,800	39.6%	85,600- 167,300	120,700	36.5%	73,300- 148,200		
17. Selling	106,300	32.2%	82,600- 123,300	115,400	34.9%	86,200- 123,500		
18. General & Administrative	77,900	23.6%	48,100- 97,700	81,300	24.6%	46,500- 97,600		
19. Cost of Outside News Service	$ 7,600		$ 5,800-$ 11,100	$ 7,600		$ 5,900- $ 10,900		
20. Music License Fees	$ 16,400		$ 13,900-$ 20,300	$ 16,900		$ 14,600- $ 20,400		
21. Depreciation & Amortization	$ 30,900		$ 19,400-$ 46,200	$ 24,200		$ 16,100- $ 37,500		
22. Interest	$ 6,200		$ 0-$ 32,500	$ 2,400		$ 0- $ 20,700		
23. PROFIT (Before Federal income tax)	$ 4,800		$ (107,300)-$ 80,700	$ 80,800		$ 31,400- $ 117,400		
24. FULLTIME EMPLOYMENT	18		16- 22	18		15- 20		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 33 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 ($400,000 - $500,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (41)			PROFIT-ONLY STATIONS (27)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		4.49%	(3.29%)-10.30%		7.63%	4.49%- 16.08%		___%
2. TOTAL TIME SALES	$ 448,300	100.0%	$ 423,500-$ 483,400	$ 441,700	100.0%	$ 421,100- $ 472,100		100.0%
From:								
3. Network Compensation	0	0.0%	0- 3,000	0	0.0%	0- 2,700		
4. National & Regional Advertisers	51,600	11.5%	26,200- 84,500	47,300	10.7%	27,500- 72,000		
5. Local Advertisers	396,700	88.5%	367,800- 421,600	394,400	89.3%	362,200- 419,100		
6. TOTAL BROADCAST REVENUE[b]	$ 436,100		$ 417,600-$ 472,300	$ 431,600		$ 417,200- $ 470,600		
7. Non Broadcast Revenue	2,300		0- 10,500	2,300		0- 10,200		
8. Trade-outs & Barter	12,400		3,500- 34,300	5,800		2,200- 17,800		
9. TOTAL BROADCAST EXPENSE	$ 416,500	100.0%	$ 384,000-$ 495,100	$ 398,700	100.0%	$ 351,800- $ 433,200		100.0%
From:								
10. Technical	24,600	5.9%	15,000- 42,900	19,900	5.0%	14,400- 28,600		
11. Program	121,600	29.2%	98,100- 142,700	127,200	31.9%	96,200- 141,000		
12. Selling[c]	90,000	21.6%	72,100- 116,500	87,300	21.9%	60,900- 103,100		
13. General & Administrative	180,300	43.3%	141,900- 243,800	164,300	41.2%	135,400- 186,000		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 210,800	100.0%	$ 189,500-$ 263,800	$ 192,000	100.0%	$ 187,500- $ 237,700		100.0%
From:								
15. Technical	9,500	4.5%	3,600- 17,000	7,500	3.9%	2,900- 12,200		
16. Program	79,500	37.7%	65,900- 104,000	77,700	40.5%	61,600- 97,900		
17. Selling	60,900	28.9%	49,100- 76,000	55,500	28.9%	46,200- 69,900		
18. General & Administrative	60,900	28.9%	41,400- 72,500	51,300	26.7%	41,200- 71,100		
19. Cost of Outside News Service	$ 7,700		$ 5,600-$ 9,700	$ 7,700		$ 5,600- $ 9,000		
20. Music License Fees	$ 10,700		$ 9,500-$ 12,100	$ 11,000		$ 9,800- $ 12,200		
21. Depreciation & Amortization	$ 17,600		$ 10,700-$ 31,600	$ 14,500		$ 8,000- $ 27,000		
22. Interest	$ 5,000		$ 0-$ 21,500	$ 4,500		$ 100- $ 19,800		
23. PROFIT (Before Federal income tax)	$ 19,600		$ (15,100)-$ 50,000	$ 32,900		$ 21,300- $ 73,800		
24. FULLTIME EMPLOYMENT	14		12- 18	13		12- 18		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 34 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 7 ($300,000 -$400,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (55)			PROFIT-ONLY STATIONS (25)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(1.36%)	(17.09%)-11.33%		11.62%	4.24%- 16.81%		___%
2. TOTAL TIME SALES	$ 362,600	100.0%	$ 330,900-$ 389,800	$ 352,600	100.0%	$ 322,400- $ 392,800		100.0%
From:								
3. Network Compensation	0	0.0%	0- 1,800	0	0.0%	0- 0		
4. National & Regional Advertisers	52,200	14.4%	15,700- 83,100	54,700	15.5%	14,500- 103,300		
5. Local Advertisers	310,400	85.6%	260,600- 344,400	297,900	84.5%	248,600- 343,300		
6. TOTAL BROADCAST REVENUE[b]	$ 355,800		$ 324,400-$ 379,800	$ 343,200		$ 322,300- $ 384,100		
7. Non Broadcast Revenue	600		0- 5,800	400		0- 5,400		
8. Trade-outs & Barter	8,000		800- 25,500	2,800		0- 11,800		
9. TOTAL BROADCAST EXPENSE	$ 360,400	100.0%	$ 318,900-$ 430,100	$ 303,300	100.0%	$ 263,900- $ 352,800		100.0%
From:								
10. Technical	20,200	5.6%	12,600- 28,000	16,100	5.3%	10,100- 24,300		
11. Program	109,200	30.3%	83,500- 133,900	92,800	30.6%	62,300- 111,100		
12. Selling[c]	67,700	18.8%	50,600- 95,200	57,900	19.1%	48,500- 74,600		
13. General & Administrative	163,300	45.3%	128,300- 208,600	136,500	45.0%	111,400- 157,100		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 176,800	100.0%	$ 154,100-$ 219,300	$ 152,900	100.0%	$ 139,300- $ 190,300		100.0%
From:								
15. Technical	8,800	5.0%	2,800- 13,400	8,100	5.3%	2,700- 12,700		
16. Program	70,200	39.7%	56,700- 96,600	59,200	38.7%	36,200- 78,100		
17. Selling	50,600	28.6%	39,400- 65,100	45,900	30.0%	37,200- 57,600		
18. General & Administrative	47,200	26.7%	36,400- 56,800	39,700	26.0%	39,200- 54,400		
19. Cost of Outside News Service	$ 7,000		$ 4,900-$ 9,500	$ 6,000		$ 4,700- $ 8,900		
20. Music License Fees	$ 9,400		$ 8,000-$ 10,600	$ 9,400		$ 8,800- $ 10,900		
21. Depreciation & Amortization	$ 16,500		$ 9,500-$ 36,000	$ 13,500		$ 7,000- $ 26,600		
22. Interest	$ 4,600		$ 0-$ 23,200	$ 500		$ 0- $ 5,300		
23. PROFIT (Before Federal income tax)	$ (4,800)		$ (68,300)-$ 35,200	$ 39,900		$ 15,500- $ 56,700		
24. FULLTIME EMPLOYMENT	12		10- 15	11		9- 13		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 35 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 8 ($200,000 -$300,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (49)			PROFIT-ONLY STATIONS (20)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(3.95%)	(31.65%)-7.16%		8.75%	2.68%- 15.48%		___%
2. TOTAL TIME SALES	$ 236,300	100.0%	$ 226,000-$ 268,700	$ 236,000	100.0%	$ 226,700- $ 267,100		100.0%
From:								
3. Network Compensation	0	0.0%	0- 2,700	0	0.0%	0- 700		
4. National & Regional Advertisers	30,700	13.0%	19,300- 50,300	29,300	12.4%	18,300- 47,300		
5. Local Advertisers	205,600	87.0%	194,300- 226,500	206,700	87.6%	198,800- 225,600		
6. TOTAL BROADCAST REVENUE[b]	$ 233,000		$ 217,800-$ 264,200	$ 231,200		$ 225,700- $ 258,400		
7. Non Broadcast Revenue	100		0- 2,900	0		0- 1,700		
8. Trade-outs & Barter	6,500		1,700- 22,600	2,900		0- 7,900		
9. TOTAL BROADCAST EXPENSE	$ 242,200	100.0%	$ 221,000-$ 311,000	$ 211,000	100.0%	$ 200,600- $ 229,000		100.0%
From:								
10. Technical	15,000	6.2%	10,100- 28,200	12,200	5.8%	5,700- 27,300		
11. Program	75,600	31.2%	68,600- 101,700	73,600	34.9%	51,000- 81,400		
12. Selling[c]	45,500	18.8%	37,400- 68,000	41,400	19.6%	20,000- 47,900		
13. General & Administrative	106,100	43.8%	85,500- 138,600	83,800	39.7%	73,800- 109,100		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 119,700	100.0%	$ 113,100-$ 151,400	$ 116,300	100.0%	$ 105,900- $ 127,900		100.0%
From:								
15. Technical	5,700	4.8%	3,900- 13,100	5,900	5.1%	4,100- 13,100		
16. Program	49,100	41.0%	41,500- 74,900	50,200	43.2%	19,800- 58,500		
17. Selling	34,100	28.5%	27,900- 46,400	30,400	26.1%	17,600- 40,500		
18. General & Administrative	30,800	25.7%	23,000- 50,500	29,800	25.6%	15,800- 50,500		
19. Cost of Outside News Service	$ 6,000		$ 4,100-$ 8,100	$ 6,500		$ 4,900- $ 8,600		
20. Music License Fees	$ 6,200		$ 5,300-$ 7,600	$ 6,000		$ 5,200- $ 6,300		
21. Depreciation & Amortization	$ 14,000		$ 6,700-$ 27,700	$ 7,400		$ 4,900- $ 14,900		
22. Interest	$ 1,100		$ 0-$ 7,500	$ 200		$ 0- $ 3,700		
23. PROFIT (Before Federal income tax)	$ (9,200)		$ (69,300)-$ 15,900	$ 20,200		$ 6,100- $ 34,400		
24. FULLTIME EMPLOYMENT	9		8- 12	8		7- 10		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 36 FULLTIME AM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 9 (Under $200,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (53)			PROFIT-ONLY STATIONS (13)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(10.83%)	(48.61%)-(0.25%)		12.85%	6.00%- 35.39%		___%
2. TOTAL TIME SALES	$ 147,600	100.0%	$ 109,900-$ 169,300	$ 150,000	100.0%	$ 116,400- $ 172,400		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	13,300	9.0%	3,000- 27,600	16,100	10.7%	12,000- 19,400		
5. Local Advertisers	134,300	91.0%	91,300- 148,100	133,900	89.3%	101,200- 156,800		
6. TOTAL BROADCAST REVENUE[b]	$ 146,900		$ 107,300-$ 168,200	$ 148,100		$ 115,600- $ 171,300		
7. Non Broadcast Revenue	0		0- 2,200	0		0- 2,600		
8. Trade-outs & Barter	1,800		0- 7,900	0		0- 2,300		
9. TOTAL BROADCAST EXPENSE	$ 162,800	100.0%	$ 112,800-$ 209,400	$ 129,100	100.0%	$ 87,700- $ 141,400		100.0%
From:								
10. Technical	7,500	4.6%	4,400- 13,100	8,700	6.7%	3,300- 11,000		
11. Program	53,700	33.0%	34,100- 71,900	51,100	39.6%	12,900- 56,900		
12. Selling[c]	22,800	14.0%	12,200- 37,000	15,100	11.7%	5,600- 25,100		
13. General & Administrative	78,800	48.4%	48,300- 107,800	54,200	42.0%	29,800- 70,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 79,700	100.0%	$ 50,400-$ 110,500	$ 81,000	100.0%	$ 51,700- $ 90,700		100.0%
From:								
15. Technical	3,000	3.8%	0- 7,400	3,700	4.6%	400- 5,200		
16. Program	36,700	46.0%	22,800- 50,100	40,400	49.9%	3,700- 42,700		
17. Selling	16,600	20.8%	7,900- 27,500	12,000	14.8%	2,300- 16,800		
18. General & Administrative	23,400	29.4%	10,000- 30,400	24,900	30.7%	8,500- 43,400		
19. Cost of Outside News Service	$ 5,200		$ 2,600-$ 6,800	$ 5,300		$ 2,100- $ 7,200		
20. Music License Fees	$ 3,300		$ 1,900-$ 4,500	$ 3,300		$ 2,500- $ 4,800		
21. Depreciation & Amortization	$ 8,700		$ 3,600-$ 20,800	$ 2,900		$ 1,600- $ 5,200		
22. Interest	$ 2,500		$ 0-$ 15,600	$ 0		$ 0- $ 900		
23. PROFIT (Before Federal income tax)	$ (15,900)		$ (63,000)-$ (200)	$ 19,000		$ 5,200- $ 57,700		
24. FULLTIME EMPLOYMENT	6		4- 8	4		3- 7		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 37 **AM/FM STATIONS, NATIONWIDE**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (384)			PROFIT-ONLY STATIONS (252)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		4.24%	(4.06%)-13.59%		9.41%	4.41%- 16.96%		___%
2. TOTAL TIME SALES	$ 467,400	100.0%	$ 280,700-$ 877,600	$ 532,700	100.0%	$ 312,800- $ 948,600		100.0%
From:								
3. Network Compensation	0	0.0%	0- 1,100	0	0.0%	0- 1,100		
4. National & Regional Advertisers	56,600	12.1%	20,300- 158,200	63,400	11.9%	23,200- 189,800		
5. Local Advertisers	410,800	87.9%	247,500- 729,400	469,300	88.1%	286,000- 778,200		
6. TOTAL BROADCAST REVENUE[b]	$ 460,900		$ 276,800-$ 837,600	$ 515,600		$ 319,600- $ 903,500		
7. Non Broadcast Revenue	1,800		0- 11,700	2,000		0- 11,900		
8. Trade-outs & Barter	8,800		0- 30,900	7,400		0- 28,000		
9. TOTAL BROADCAST EXPENSE	$ 441,400	100.0%	$ 276,700-$ 785,900	$ 467,100	100.0%	$ 285,500- $ 780,700		100.0%
From:								
10. Technical	30,500	6.9%	15,000- 53,800	31,800	6.8%	15,700- 53,400		
11. Program	125,300	28.4%	76,600- 219,500	137,300	29.4%	82,000- 222,000		
12. Selling[c]	89,600	20.3%	45,900- 190,400	94,800	20.3%	47,700- 189,400		
13. General & Administrative	196,000	44.4%	116,500- 336,100	203,200	43.5%	117,200- 325,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ [illegible]00	100.0%	$ 134,200-$ 399,500	$ 260,700	100.0%	$ 145,800- $ 416,700		100.0%
From:								
15. Technical	[illegible]2,800	5.5%	4,800- 21,800	14,900	5.7%	4,900- 23,100		
16. Program	89,400	38.4%	47,600- 151,300	96,400	37.0%	53,600- 153,900		
17. Selling	69,900	30.0%	34,200- 134,700	78,200	30.0%	35,200- 139,500		
18. General & Administrative	60,800	26.1%	34,400- 101,200	71,200	27.3%	35,500- 107,000		
19. Cost of Outside News Service	$ 8,300		$ 5,900-$ 11,200	$ 8,200		$ 5,800- $ 10,700		
20. Music License Fees	$ 11,400		$ 6,900-$ 21,700	$ 12,400		$ 7,500- $ 23,800		
21. Depreciation & Amortization	$ 24,900		$ 12,200-$ 56,600	$ 23,800		$ 13,300- $ 49,800		
22. Interest	$ 5,500		$ 0-$ 23,100	$ 3,900		$ 0- $ 16,300		
23. PROFIT (Before Federal income tax)	$ 19,500		$ (13,100)-$ 74,100	$ 48,500		$ 16,000- $ 138,800		
24. FULLTIME EMPLOYMENT	15		10- 22	16		10- 22		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 38 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (2.5 million population & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (11)			PROFIT-ONLY STATIONS (7)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		5.28%	(28.79%)-18.03%		7.82%			___%
2. TOTAL TIME SALES	$ 2,264,500	100.0%	$ 1,253,700-$ 3,306,900	$ 2,264,500	100.0%		_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 44,400	0	0.0%		_____	____
4. National & Regional Advertisers	486,900	21.5%	158,900- 568,700	398,600	17.6%		_____	____
5. Local Advertisers	1,777,600	78.5%	1,093,700- 2,576,300	1,865,900	82.4%		_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 2,264,500		$ 1,212,200-$ 2,921,200	$ 2,264,500			_____	
7. Non Broadcast Revenue	1,100		0- 75,200	1,100			_____	
8. Trade-outs & Barter	141,500		41,300- 271,600	89,900			_____	
9. TOTAL BROADCAST EXPENSE	$ 2,144,900	100.0%	$ 1,540,500-$ 3,334,000	$ 2,087,400	100.0%		_____	100.0%
From:								
10. Technical	130,800	6.1%	98,400- 269,100	286,000	13.7%		_____	____
11. Program	662,800	30.9%	359,300- 899,000	553,100	26.5%	SAMPLE	_____	____
12. Selling[c]	637,000	29.7%	360,800- 1,043,100	515,600	24.7%	INSUFFICIENT	_____	____
13. General & Administrative	714,300	33.3%	455,400- 922,300	732,700	35.1%	TO BE	_____	____
SELECTED EXPENSE ITEMS						MEANINGFUL		
14. Total Salaries[d]	$ 1,000,600	100.0%	$ 566,000-$ 1,136,900	$ 1,017,800	100.0%		_____	100.0%
From:								
15. Technical	93,000	9.3%	30,000- 146,600	59,000	5.8%		_____	____
16. Program	436,300	43.6%	250,200- 545,800	400,000	39.3%		_____	____
17. Selling	303,200	30.3%	185,400- 430,400	349,100	34.3%		_____	____
18. General & Administrative	168,100	16.8%	112,000- 193,400	209,700	20.6%		_____	____
19. Cost of Outside News Service	$ 26,300		$ 12,900-$ 27,700	$ 17,600			_____	
20. Music License Fees	$ 47,600		$ 36,300-$ 65,800	$ 46,100			_____	
21. Depreciation & Amortization	$ 66,700		$ 49,400-$ 143,600	$ 50,200			_____	
22. Interest	$ 400		$ 0-$ 10,600	$ 0			_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 119,600		$ (867,700)-$ 302,900	$ 177,100			_____	
24. FULLTIME EMPLOYMENT	34		25- 41	27			_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 39 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (1-2.5 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (27)			PROFIT-ONLY STATIONS (18)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		8.10%	(17.06%)-26.75%		20.60%	7.40%- 32.03%		___%
2. TOTAL TIME SALES	$ 2,031,500	100.0%	$ 607,100-$ 3,206,800	$ 2,422,000	100.0%	$ 678,900- $ 4,464,000	_____	100.0%
From:								
3. Network Compensation	14,200	0.7%	0- 43,700	17,000	0.7%	0- 77,500	_____	____
4. National & Regional Advertisers	516,000	25.4%	66,000- 808,700	595,800	24.6%	59,000- 1,139,400	_____	____
5. Local Advertisers	1,501,300	73.9%	541,100- 2,398,000	1,809,200	74.7%	597,400- 2,989,900	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,894,700		$ 617,800-$ 2,684,200	$ 2,044,400		$ 643,700- $ 4,002,200	_____	
7. Non Broadcast Revenue	3,400		0- 11,000	2,800		0- 11,300	_____	
8. Trade-outs & Barter	68,300		3,700- 157,300	58,800		1,800- 280,400	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,741,200	100.0%	$ 563,300-$ 2,610,000	$ 1,623,300	100.0%	$ 520,700- $ 2,915,200	_____	100.0%
From:								
10. Technical	97,500	5.6%	25,700- 116,600	90,900	5.6%	38,700- 134,300	_____	____
11. Program	468,400	26.9%	146,800- 679,700	400,900	24.7%	155,800- 1,096,800	_____	____
12. Selling[c]	457,900	26.3%	84,100- 804,200	493,500	30.4%	96,800- 880,600	_____	____
13. General & Administrative	717,400	41.2%	270,000- 711,900	638,000	39.3%	232,600- 674,800	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 876,900	100.0%	$ 292,900-$ 894,900	$ 785,500	100.0%	$ 311,100- $ 1,242,900	_____	100.0%
From:								
15. Technical	51,700	5.9%	16,300- 52,300	40,900	5.2%	12,100- 63,700	_____	____
16. Program	315,700	36.0%	104,600- 386,200	281,200	35.8%	109,000- 518,100	_____	____
17. Selling	306,900	35.0%	78,000- 345,700	292,200	37.2%	83,500- 405,600	_____	____
18. General & Administrative	202,600	23.1%	89,600- 168,000	171,200	21.8%	98,300- 193,300	_____	____
19. Cost of Outside News Service	$ 9,100		$ 8,200-$ 19,900	$ 9,800		$ 7,200- $ 22,400	_____	
20. Music License Fees	$ 49,600		$ 14,400-$ 68,000	$ 56,700		$ 16,700- $ 95,400	_____	
21. Depreciation & Amortization	$ 73,700		$ 21,400-$ 203,100	$ 65,900		$ 21,400- $ 158,500	_____	
22. Interest	$ 4,900		$ 0-$ 37,500	$ 300		$ 0- $ 9,300	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 153,500		$ (64,700)-$ 598,700	$ 421,100		$ 89,500- $ 1,147,300	_____	
24. FULLTIME EMPLOYMENT	25		14- 42	24		15- 43	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 40 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (500,000 - 1 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (32)			PROFIT-ONLY STATIONS (24)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		10.53%	(0.16%)-21.10%		13.60%	8.12%- 22.34%		___%
2. TOTAL TIME SALES	$ 1,549,600	100.0%	$ 817,700-$ 2,269,000	$ 1,863,100	100.0%	$ 863,200- $ 2,317,600	_____	100.0%
From:								
3. Network Compensation	6,200	0.4%	0- 20,300	11,200	0.6%	0- 27,400	_____	____
4. National & Regional Advertisers	320,800	20.7%	114,800- 630,400	342,800	18.4%	151,900- 630,400	_____	____
5. Local Advertisers	1,222,600	78.9%	620,100- 1,686,600	1,509,100	81.0%	698,900- 1,697,000	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,334,200		$ 777,400-$ 2,046,900	$ 1,685,400		$ 830,900- $ 2,108,700	_____	
7. Non Broadcast Revenue	9,400		0- 38,700	900		0- 33,400	_____	
8. Trade-outs & Barter	55,300		18,000- 122,300	43,700		12,700- 106,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,193,700	100.0%	$ 770,600-$ 1,670,200	$ 1,456,200	100.0%	$ 748,000- $ 1,670,200	_____	100.0%
From:								
10. Technical	69,200	5.8%	32,100- 102,700	83,000	5.7%	35,900- 99,300	_____	____
11. Program	343,800	28.8%	208,900- 452,900	391,700	26.9%	208,900- 476,600	_____	____
12. Selling[c]	308,000	25.8%	136,800- 483,000	447,100	30.7%	136,800- 483,000	_____	____
13. General & Administrative	472,700	39.6%	292,600- 631,700	534,400	36.7%	318,200- 618,000	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 486,400	100.0%	$ 346,700-$ 747,900	$ 621,400	100.0%	$ 328,600- $ 747,900	_____	100.0%
From:								
15. Technical	19,900	4.1%	13,700- 31,400	26,700	4.3%	16,600- 39,700	_____	____
16. Program	191,600	39.4%	127,900- 289,500	223,700	36.0%	126,900- 307,800	_____	____
17. Selling	166,400	34.2%	89,100- 265,400	226,800	36.5%	89,100- 271,800	_____	____
18. General & Administrative	108,500	22.3%	80,500- 153,400	144,200	23.2%	89,800- 153,400	_____	____
19. Cost of Outside News Service	$ 9,200		$ 6,400-$ 13,100	$ 9,500		$ 7,000- $ 13,100	___ _____	
20. Music License Fees	$ 36,100		$ 18,400-$ 54,800	$ 44,700		$ 20,700- $ 56,200	_____	
21. Depreciation & Amortization	$ 53,200		$ 22,800-$ 92,300	$ 48,900		$ 21,000- $ 65,900	_____	
22. Interest	$ 9,200		$ 0-$ 42,300	$ 6,400		$ 0- $ 39,400	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 140,500		$ (7,600)-$ 368,900	$ 229,200		$ 56,700- $ 421,700	_____	
24. FULLTIME EMPLOYMENT	24		18- 33	25		19- 35	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 41 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (250,000 - 500,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (41)			PROFIT-ONLY STATIONS (24)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		2.80%	(8.27%)-16.46%		12.38%	4.00%- 26.69%		___%
2. TOTAL TIME SALES	$ 894,700	100.0%	$ 516,000-$ 1,552,200	$ 880,900	100.0%	$ 443,900- $ 1,526,900	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 9,100	0	0.0%	0- 6,600	_____	____
4. National & Regional Advertisers	177,200	19.8%	52,800- 314,300	182,300	20.7%	36,800- 333,900	_____	____
5. Local Advertisers	717,500	80.2%	399,700- 1,158,700	698,600	79.3%	351,800- 1,001,800	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 797,500		$ 469,800-$ 1,381,800	$ 795,300		$ 445,500- $ 1,478,200	_____	
7. Non Broadcast Revenue	5,000		0- 17,800	3,000		0- 11,800	_____	
8. Trade-outs & Barter	36,500		12,200- 74,900	28,500		10,200- 72,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 775,200	100.0%	$ 442,400-$ 1,361,900	$ 696,800	100.0%	$ 381,800- $ 1,072,400	_____	100.0%
From:								
10. Technical	51,900	6.7%	28,900- 70,800	53,700	7.7%	26,000- 64,400	_____	____
11. Program	235,700	30.4%	138,900- 381,600	225,800	32.4%	84,900- 290,100	_____	____
12. Selling[c]	195,400	25.2%	106,300- 366,300	163,700	23.5%	76,600- 260,300	_____	____
13. General & Administrative	292,200	37.7%	176,500- 523,000	253,600	36.4%	162,000- 455,200	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 376,400	100.0%	$ 237,800-$ 589,500	$ 404,500	100.0%	$ 195,500- $ 507,300	_____	100.0%
From:								
15. Technical	23,300	6.2%	12,500- 33,000	26,700	6.6%	13,800- 33,400	_____	____
16. Program	151,300	40.2%	101,500- 236,300	171,900	42.5%	70,500- 193,200	_____	____
17. Selling	120,500	32.0%	60,200- 209,700	116,500	28.8%	57,100- 177,200	_____	____
18. General & Administrative	81,300	21.6%	50,600- 146,100	89,400	22.1%	46,100- 101,200	_____	____
19. Cost of Outside News Service	$ 8,000		$ 5,600-$ 10,200	$ 6,500		$ 4,700- $ 8,200	_____	
20. Music License Fees	$ 21,000		$ 11,200-$ 38,000	$ 17,800		$ 10,200- $ 32,400	_____	
21. Depreciation & Amortization	$ 48,400		$ 26,800-$ 84,900	$ 45,700		$ 25,800- $ 84,900	_____	
22. Interest	$ 12,000		$ 0-$ 38,300	$ 15,400		$ 0- $ 37,000	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 22,300		$ (56,000)-$ 156,900	$ 98,500		$ 19,800- $ 326,200	_____	
24. FULLTIME EMPLOYMENT	20		15- 29	20		13- 23	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 42 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 5 (100,000 - 250,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (55)			PROFIT-ONLY STATIONS (34)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.37%	(7.78%)-14.42%		10.12%	4.64%- 17.77%		___%
2. TOTAL TIME SALES	$ 699,900	100.0%	$ 481,000-$ 959,800	$ 809,600	100.0%	$ 551,800- $ 1,010,100	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 2,300	0	0.0%	0- 1,900	_____	____
4. National & Regional Advertisers	99,400	14.2%	55,100- 192,000	128,700	15.9%	70,100- 240,700	_____	____
5. Local Advertisers	600,500	85.8%	404,900- 734,800	680,900	84.1%	455,100- 830,500	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 669,500		$ 474,400-$ 930,700	$ 771,500		$ 544,000- $ 1,029,700	_____	
7. Non Broadcast Revenue	6,900		100- 23,500	9,100		2,300- 33,900	_____	
8. Trade-outs & Barter	17,600		5,000- 45,700	17,900		6,100- 41,900	_____	
9. TOTAL BROADCAST EXPENSE	$ 646,900	100.0%	$ 469,200-$ 855,400	$ 693,400	100.0%	$ 477,600- $ 864,600	_____	100.0%
From:								
10. Technical	44,000	6.8%	29,000- 54,800	46,500	6.7%	30,000- 54,600	_____	____
11. Program	185,000	28.6%	132,300- 249,800	195,500	28.2%	150,600- 260,700	_____	____
12. Selling[c]	157,200	24.3%	97,200- 211,000	174,700	25.2%	101,300- 248,800	_____	____
13. General & Administrative	260,700	40.3%	169,700- 345,200	276,700	39.9%	184,100- 341,400	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 315,800	100.0%	$ 227,800-$ 421,400	$ 355,700	100.0%	$ 263,200- $ 483,500	_____	100.0%
From:								
15. Technical	16,800	5.3%	11,200- 21,200	17,100	4.8%	11,300- 21,100	_____	____
16. Program	120,600	38.2%	91,000- 152,800	128,400	36.1%	103,000- 155,000	_____	____
17. Selling	108,600	34.4%	77,800- 138,300	119,500	33.6%	81,300- 148,100	_____	____
18. General & Administrative	69,800	22.1%	48,300- 101,000	90,700	25.5%	53,500- 113,400	_____	____
19. Cost of Outside News Service	$ 8,700		$ 7,200-$ 11,200	$ 8,700		$ 6,900- $ 10,300	_____	
20. Music License Fees	$ 16,200		$ 10,800-$ 22,800	$ 19,500		$ 12,400- $ 26,400	_____	
21. Depreciation & Amortization	$ 37,100		$ 19,800-$ 70,500	$ 34,500		$ 23,600- $ 63,100	_____	
22. Interest	$ 7,600		$ 0-$ 47,100	$ 5,000		$ 0- $ 36,400	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 22,600		$ (18,100)-$ 99,900	$ 78,100		$ 33,500- $ 152,800	_____	
24. FULLTIME EMPLOYMENT	21		17- 25	21		18- 26	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 43 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 6 (25,000 - 100,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (31)			PROFIT-ONLY STATIONS (22)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		4.52%	(12.87%)-12.09%		7.54%	2.66%- 15.82%		___%
2. TOTAL TIME SALES	$ 497,400	100.0%	$ 364,300-$ 791,600	$ 687,500	100.0%	$ 414,300- $ 845,600	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 300	_____	_____
4. National & Regional Advertisers	70,600	14.2%	44,300- 122,900	83,900	12.2%	51,100- 134,000	_____	_____
5. Local Advertisers	426,800	85.8%	301,300- 711,400	603,600	87.8%	346,300- 733,900	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 489,000		$ 348,400-$ 772,600	$ 662,000		$ 406,400- $ 835,100	_____	
7. Non Broadcast Revenue	3,800		0- 14,000	3,100		0- 19,000	_____	
8. Trade-outs & Barter	14,900		0- 23,800	11,900		0- 21,900	_____	
9. TOTAL BROADCAST EXPENSE	$ 466,900	100.0%	$ 387,500-$ 757,500	$ 612,100	100.0%	$ 360,100- $ 776,800	_____	100.0%
From:								
10. Technical	28,500	6.1%	20,100- 43,100	38,600	6.3%	23,100- 45,100	_____	_____
11. Program	129,800	27.8%	109,700- 185,700	174,400	28.5%	110,500- 224,500	_____	_____
12. Selling[c]	92,400	19.8%	68,700- 172,300	128,500	21.0%	66,000- 188,200	_____	_____
13. General & Administrative	216,200	46.3%	144,900- 299,200	270,600	44.2%	136,000- 362,500	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 225,600	100.0%	$ 186,500-$ 362,800	$ 292,300	100.0%	$ 186,600- $ 438,200	_____	100.0%
From:								
15. Technical	13,800	6.1%	8,200- 21,100	18,400	6.3%	9,200- 22,100	_____	_____
16. Program	90,900	40.3%	65,700- 130,900	115,200	39.4%	67,500- 144,200	_____	_____
17. Selling	66,800	29.6%	45,500- 132,300	88,000	30.1%	49,600- 147,000	_____	_____
18. General & Administrative	54,100	24.0%	35,300- 111,200	70,700	24.2%	31,300- 125,100	_____	_____
19. Cost of Outside News Service	$ 9,700		$ 7,500-$ 12,100	$ 8,700		$ 5,300- $ 11,900	_____	
20. Music License Fees	$ 13,300		$ 8,500-$ 18,500	$ 15,300		$ 8,700- $ 19,100	_____	
21. Depreciation & Amortization	$ 26,800		$ 22,100-$ 52,200	$ 24,800		$ 21,100- $ 51,900	_____	
22. Interest	$ 9,000		$ 800-$ 35,400	$ 6,500		$ 200- $ 29,400	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 22,100		$ (52,900)-$ 75,500	$ 49,900		$ 15,100- $ 102,500	_____	
24. FULLTIME EMPLOYMENT	19		16- 25	19		16- 26	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 44 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 7 (10,000 - 25,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (61)			PROFIT-ONLY STATIONS (41)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		4.83%	(2.23%)-10.37%		8.04%	4.69%- 15.26%		___ %
2. TOTAL TIME SALES	$ 441,900	100.0%	$ 322,100-$ 587,200	$ 475,700	100.0%	$ 366,300- $ 710,200		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	53,900	12.2%	22,500- 79,500	51,400	10.8%	33,900- 95,200		
5. Local Advertisers	388,000	87.8%	288,000- 513,400	424,300	89.2%	322,100- 565,200		
6. TOTAL BROADCAST REVENUE[b]	$ 439,600		$ 319,800-$ 582,700	$ 469,900		$ 366,300- $ 695,700		
7. Non Broadcast Revenue	3,200		0- 14,000	3,700		0- 15,500		
8. Trade-outs & Barter	1,300		0- 9,600	0		0- 6,000		
9. TOTAL BROADCAST EXPENSE	$ 418,400	100.0%	$ 308,300-$ 527,900	$ 432,100	100.0%	$ 315,900- $ 581,000		100.0%
From:								
10. Technical	32,200	7.7%	16,700- 40,700	31,100	7.2%	18,400- 40,400		
11. Program	124,300	29.7%	83,000- 164,100	139,600	32.3%	85,800- 177,600		
12. Selling[c]	78,200	18.7%	51,500- 113,000	80,800	18.7%	61,600- 131,500		
13. General & Administrative	183,700	43.9%	132,500- 227,500	180,600	41.8%	132,500- 235,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 221,800	100.0%	$ 148,200-$ 296,700	$ 262,200	100.0%	$ 160,500- $ 317,800		100.0%
From:								
15. Technical	11,100	5.0%	3,900- 15,600	13,600	5.2%	3,500- 17,400		
16. Program	86,000	38.8%	55,000- 104,800	101,500	38.7%	62,300- 134,500		
17. Selling	67,900	30.6%	41,300- 90,300	79,700	30.4%	50,000- 108,100		
18. General & Administrative	56,800	25.6%	37,700- 86,800	67,400	25.7%	38,300- 92,600		
19. Cost of Outside News Service	$ 8,600		$ 6,100-$ 10,800	$ 9,200		$ 7,100- $ 11,700		
20. Music License Fees	$ 10,800		$ 7,300-$ 14,500	$ 12,400		$ 8,200- $ 17,500		
21. Depreciation & Amortization	$ 21,000		$ 9,600-$ 33,900	$ 21,200		$ 9,800- $ 39,400		
22. Interest	$ 3,900		$ 0-$ 17,300	$ 600		$ 0- $ 13,600		
23. PROFIT (Before Federal income tax)	$ 21,200		$ (8,900)-$ 65,500	$ 37,800		$ 17,000- $ 88,100		
24. FULLTIME EMPLOYMENT	14		10- 18	14		10- 20		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 45 AM/FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 8 (Under 10,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (126) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (82) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		2.47%	(3.05%)-11.24%		7.64%	2.56%- 16.39%		___%
2. TOTAL TIME SALES	$ 258,300	100.0%	$ 178,600-$ 361,300	$ 277,300	100.0%	$ 204,300- $ 372,200	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	20,100	7.8%	6,700- 36,000	21,100	7.6%	6,700- 34,700	_____	_____
5. Local Advertisers	238,200	92.2%	158,400- 329,700	256,200	92.4%	175,100- 342,900	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 255,000		$ 178,500-$ 360,700	$ 277,400		$ 209,200- $ 372,100	_____	
7. Non Broadcast Revenue	0		0- 3,000	0		0- 3,700	_____	
8. Trade-outs & Barter	1,400		0- 6,600	1,000		0- 6,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 248,700	100.0%	$ 165,700-$ 344,600	$ 256,200	100.0%	$ 167,200- $ 349,800	_____	100.0%
From:								
10. Technical	15,200	6.1%	8,200- 22,600	15,100	5.9%	8,800- 24,300	_____	_____
11. Program	73,400	29.5%	47,600- 95,100	78,700	30.7%	48,600- 97,600	_____	_____
12. Selling[c]	45,000	18.1%	25,600- 69,700	48,400	18.9%	26,300- 71,800	_____	_____
13. General & Administrative	115,100	46.3%	75,200- 154,500	114,000	44.5%	69,500- 153,700	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 132,600	100.0%	$ 84,400-$ 184,300	$ 144,200	100.0%	$ 89,600- $ 193,600	_____	100.0%
From:								
15. Technical	5,700	4.3%	1,400- 10,400	5,900	4.1%	1,800- 11,500	_____	_____
16. Program	50,400	38.0%	29,200- 62,900	57,100	39.6%	31,500- 66,100	_____	_____
17. Selling	37,400	28.2%	17,600- 49,300	39,400	27.3%	19,400- 52,300	_____	_____
18. General & Administrative	39,100	29.5%	20,800- 55,800	41,800	29.0%	21,900- 59,500	_____	_____
19. Cost of Outside News Service	$ 6,600		$ 4,900-$ 9,500	$ 6,400		$ 4,800- $ 9,400	_____	
20. Music License Fees	$ 6,600		$ 4,800-$ 9,100	$ 6,900		$ 5,300- $ 9,300	_____	
21. Depreciation & Amortization	$ 13,100		$ 6,500-$ 21,000	$ 12,400		$ 5,700- $ 19,000	_____	
22. Interest	$ 3,800		$ 0-$ 16,700	$ 3,500		$ 0- $ 13,000	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 6,300		$ (6,300)-$ 32,100	$ 21,200		$ 8,300- $ 52,200	_____	
24. FULLTIME EMPLOYMENT	9		6- 12	9		6- 12	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 46 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($2 million & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (32)			PROFIT-ONLY STATIONS (26)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		18.86%	7.26%-27.48%		20.94%	11.31%- 31.28%		___%
2. TOTAL TIME SALES	$ 2,648,600	100.0%	$ 2,320,500-$ 3,794,300	$ 2,503,800	100.0%	$ 2,306,100- $ 4,464,000	_____	100.0%
From:								
3. Network Compensation	23,800	0.9%	0- 51,600	30,000	1.2%	0- 73,100	_____	____
4. National & Regional Advertisers	651,600	24.6%	443,400- 1,120,100	600,900	24.0%	438,000- 1,264,100	_____	____
5. Local Advertisers	1,973,200	74.5%	1,752,400- 2,631,700	1,872,900	74.8%	1,686,600- 2,683,100	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 2,318,300		$ 2,125,800-$ 3,324,100	$ 2,250,900		$ 2,092,300- $ 4,002,200	_____	
7. Non Broadcast Revenue	10,600		0- 30,800	9,100		0- 32,600	_____	
8. Trade-outs & Barter	114,000		49,300- 286,400	83,100		31,000- 221,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,881,100	100.0%	$ 1,788,900-$ 3,137,700	$ 1,779,600	100.0%	$ 1,701,600- $ 2,915,200	_____	100.0%
From:								
10. Technical	103,500	5.5%	75,800- 188,700	101,400	5.7%	75,800- 237,900	_____	____
11. Program	538,000	28.6%	454,100- 894,300	516,100	29.0%	403,200- 894,300	_____	____
12. Selling[c]	571,800	30.4%	471,000- 864,200	528,600	29.7%	453,400- 880,600	_____	____
13. General & Administrative	667,800	35.5%	625,400- 909,400	633,500	35.6%	590,000- 859,500	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 861,500	100.0%	$ 786,500-$ 1,113,900	$ 857,900	100.0%	$ 689,400- $ 1,181,900	_____	100.0%
From:								
15. Technical	45,700	5.3%	31,000- 81,200	45,500	5.3%	30,600- 125,100	_____	____
16. Program	333,400	38.7%	267,100- 493,900	335,400	39.1%	236,200- 484,100	_____	____
17. Selling	326,500	37.9%	280,900- 405,900	323,400	37.7%	253,100- 443,900	_____	____
18. General & Administrative	155,900	18.1%	120,300- 209,600	153,600	17.9%	112,900- 209,600	_____	____
19. Cost of Outside News Service	$ 17,300		$ 9,500-$ 26,400	$ 18,200		$ 9,400- $ 27,100	_____	
20. Music License Fees	$ 59,100		$ 53,400-$ 82,800	$ 58,700		$ 51,000- $ 84,400	_____	
21. Depreciation & Amortization	$ 98,700		$ 67,100-$ 161,800	$ 94,900		$ 59,200- $ 141,600	_____	
22. Interest	$ 300		$ 0-$ 15,000	$ 0		$ 0- $ 7,800	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 437,200		$ 149,400-$ 780,900	$ 471,300		$ 247,800- $ 1,147,300	_____	
24. FULLTIME EMPLOYMENT	36		32- 44	37		30- 44	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 47 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($1 million - $2 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (46)			PROFIT-ONLY STATIONS (31)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Doliar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		9.56%	(4.23%)-21.41%		16.36%	8.67%- 24.94%		___%
2. TOTAL TIME SALES	$ 1,435,700	100.0%	$ 1,206,000-$ 1,828,700	$ 1,435,000	100.0%	$ 1,220,600- $ 1,824,000	_____	100.0%
From:								
3. Network Compensation	4,300	0.3%	0- 13,100	4,300	0.3%	0- 14,400	_____	____
4. National & Regional Advertisers	264,200	18.4%	171,400- 467,100	288,400	20.1%	172,400- 454,500	_____	____
5. Local Advertisers	1,167,200	81.3%	953,100- 1,432,000	1,142,300	79.6%	952,300- 1,473,200	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,353,300		$ 1,152,100-$ 1,680,600	$ 1,382,600		$ 1,159,300- $ 1,687,900	_____	
7. Non Broadcast Revenue	12,900		500- 47,900	16,600		0- 50,600	_____	
8. Trade-outs & Barter	51,100		17,600- 123,200	38,300		15,600- 119,100	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,223,900	100.0%	$ 1,053,700-$ 1,554,900	$ 1,156,400	100.0%	$ 938,500- $ 1,373,400	_____	100.0%
From:								
10. Technical	73,400	6.0%	46,100- 102,900	67,100	5.8%	44,400- 96,000	_____	____
11. Program	347,600	28.4%	264,300- 454,400	297,200	25.7%	239,600- 396,200	_____	____
12. Selling[c]	319,400	26.1%	236,500- 424,100	299,500	25.9%	217,200- 392,100	_____	____
13. General & Administrative	483,500	39.5%	387,000- 596,900	492,600	42.6%	360,300- 560,600	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 555,800	100.0%	$ 495,300-$ 743,100	$ 574,600	100.0%	$ 476,700- $ 671,600	_____	100.0%
From:								
15. Technical	25,000	4.5%	20,800- 39,700	25,300	4.4%	19,400- 31,000	_____	____
16. Program	204,000	36.7%	163,000- 283,700	191,300	33.3%	146,700- 246,800	_____	____
17. Selling	194,000	34.9%	160,500- 238,000	201,700	35.1%	146,700- 238,000	_____	____
18. General & Administrative	132,800	23.9%	105,800- 174,300	156,300	27.2%	105,800- 178,000	_____	____
19. Cost of Outside News Service	$ 11,100		$ 7,800-$ 17,700	$ 8,800		$ 6,000- $ 15,500	_____	
20. Music License Fees	$ 35,500		$ 30,200-$ 45,500	$ 34,400		$ 29,700- $ 44,700	_____	
21. Depreciation & Amortization	$ 63,100		$ 50,500-$ 99,100	$ 60,000		$ 46,100- $ 73,700	_____	
22. Interest	$ 11,700		$ 700-$ 64,300	$ 11,200		$ 1,600- $ 37,500	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 129,400		$ (52,900)-$ 318,400	$ 226,200		$ 105,300- $ 433,200	_____	
24. FULLTIME EMPLOYMENT	28		22- 35	26		22- 30	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 48 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($500,000 - $1 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (94)			PROFIT-ONLY STATIONS (70)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		6.40%	(1.24%)-13.91%		9.61%	4.24%- 17.49%		___%
2. TOTAL TIME SALES	$ 731,600	100.0%	$ 609,100-$ 857,800	$ 743,600	100.0%	$ 611,400- $ 861,400		100.0%
From:								
3. Network Compensation	0	0.0%	0- 2,600	0	0.0%	0- 2,000		
4. National & Regional Advertisers	101,700	13.9%	58,700- 174,300	98,200	13.2%	57,400- 183,200		
5. Local Advertisers	629,900	86.1%	504,300- 716,500	645,400	86.8%	517,500- 725,600		
6. TOTAL BROADCAST REVENUE[b]	$ 704,200		$ 600,600-$ 829,500	$ 716,000		$ 606,600- $ 832,400		
7. Non Broadcast Revenue	6,600		0- 16,000	7,100		100- 16,400		
8. Trade-outs & Barter	16,800		3,300- 41,100	14,000		2,200- 27,900		
9. TOTAL BROADCAST EXPENSE	$ 659,100	100.0%	$ 562,600-$ 771,900	$ 647,200	100.0%	$ 550,900- $ 724,000		100.0%
From:								
10. Technical	41,500	6.3%	30,200- 51,200	43,400	6.7%	30,600- 50,600		
11. Program	185,200	28.1%	154,800- 219,500	181,200	28.0%	151,700- 217,900		
12. Selling[c]	152,900	23.2%	114,800- 189,400	152,700	23.6%	107,400- 177,900		
13. General & Administrative	279,500	42.4%	219,800- 337,300	269,900	41.7%	209,000- 314,600		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 338,700	100.0%	$ 286,100-$ 388,800	$ 340,800	100.0%	$ 276,600- $ 388,800		100.0%
From:								
15. Technical	17,600	5.2%	12,900- 22,300	18,000	5.3%	11,900- 22,300		
16. Program	128,000	37.8%	98,500- 152,600	126,100	37.0%	97,200- 152,200		
17. Selling	111,800	33.0%	79,200- 133,800	114,200	33.5%	79,200- 136,000		
18. General & Administrative	81,300	24.0%	58,900- 102,000	82,500	24.2%	57,000- 101,700		
19. Cost of Outside News Service	$ 8,500		$ 6,500-$ 11,100	$ 8,200		$ 6,400- $ 10,500		
20. Music License Fees	$ 17,400		$ 14,500-$ 21 000	$ 17,200		$ 14,500- $ 20,900		
21. Depreciation & Amortization	$ 30,400		$ 23,500-$ 50,900	$ 29,200		$ 22,800- $ 46,900		
22. Interest	$ 8,200		$ 0-$ 37,100	$ 6,000		$ 0- $ 27,400		
23. PROFIT (Before Federal income tax)	$ 45,100		$ (8,100)-$ 99,200	$ 68,800		$ 31,500- $ 122,700		
24. FULLTIME EMPLOYMENT	20		17- 22	20		17- 22		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 49 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($400,000 - $500,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (57)			PROFIT-ONLY STATIONS (37)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.63%	(4.87%)-7.90%		6.53%	3.79%- 13.62%		___%
2. TOTAL TIME SALES	$ 454,300	100.0%	$ 428,700-$ 480,900	$ 459,400	100.0%	$ 419,200- $ 483,000		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	52,200	11.5%	29,200- 83,900	52,400	11.4%	27,000- 76,200		
5. Local Advertisers	402,100	88.5%	363,500- 427,700	407,000	88.6%	368,800- 428,800		
6. TOTAL BROADCAST REVENUE[b]	$ 444,400		$ 427,400-$ 469,100	$ 449,200		$ 429,500- $ 475,200		
7. Non Broadcast Revenue	3,000		0- 10,000	2,100		0- 10,000		
8. Trade-outs & Barter	4,100		0- 16,000	900		0- 8,200		
9. TOTAL BROADCAST EXPENSE	$ 428,300	100.0%	$ 403,600-$ 466,200	$ 419,900	100.0%	$ 395,500- $ 441,600		100.0%
From:								
10. Technical	28,300	6.6%	19,200- 36,400	26,000	6.2%	15,400- 33,800		
11. Program	123,800	28.9%	97,900- 147,200	118,000	28.1%	90,700- 138,900		
12. Selling[c]	89,900	21.0%	71,500- 109,200	89,500	21.3%	70,000- 102,100		
13. General & Administrative	186,300	43.5%	154,300- 230,700	186,400	44.4%	151,800- 218,900		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 219,000	100.0%	$ 196,700-$ 259,400	$ 229,000	100.0%	$ 195,900- $ 249,600		100.0%
From:								
15. Technical	11,200	5.1%	4,500- 15,500	9,900	4.3%	2,700- 14,900		
16. Program	81,200	37.1%	64,200- 102,100	81,500	35.6%	58,400- 93,200		
17. Selling	70,500	32.2%	57,300- 84,100	75,100	32.8%	55,900- 84,400		
18. General & Administrative	56,100	25.6%	40,100- 79,400	62,500	27.3%	40,200- 87,200		
19. Cost of Outside News Service	$ 8,800		$ 6,800-$ 10,500	$ 8,900		$ 6,800- $ 10,300		
20. Music License Fees	$ 11,400		$ 9,800-$ 12,700	$ 11,400		$ 9,800- $ 12,800		
21. Depreciation & Amortization	$ 24,800		$ 16,900-$ 51,700	$ 21,200		$ 17,200- $ 32,400		
22. Interest	$ 9,000		$ 200-$ 24,000	$ 7,100		$ 0- $ 19,300		
23. PROFIT (Before Federal income tax)	$ 16,100		$ (21,000)-$ 36,500	$ 29,300		$ 16,500- $ 59,800		
24. FULLTIME EMPLOYMENT	14		12- 16	14		12- 15		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 50 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($300,000 - $400,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (48)			PROFIT-ONLY STATIONS (30)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		2.20%	(5.69%)-7.64%		7.17%	2.31%- 11.62%		___%
2. TOTAL TIME SALES	$ 347,200	100.0%	$ 330,100-$ 363,400	$ 353,900	100.0%	$ 330,200- $ 364,100	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	34,700	10.0%	14,600- 53,300	34,700	9.8%	8,500- 48,700	_____	____
5. Local Advertisers	312,500	90.0%	286,300- 334,600	319,200	90.2%	300,800- 334,800	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 341,900		$ 325,200-$ 358,300	$ 349,800		$ 327,600- $ 360,100	_____	
7. Non Broadcast Revenue	500		0- 4,600	1,200		0- 4,600	_____	
8. Trade-outs & Barter	2,800		0- 14,900	200		0- 7,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 334,400	100.0%	$ 309,600-$ 361,000	$ 324,700	100.0%	$ 294,500- $ 331,400	_____	100.0%
From:								
10. Technical	21,700	6.5%	12,800- 30,200	22,400	6.9%	9,500- 28,900	_____	____
11. Program	100,000	29.9%	85,900- 111,100	97,400	30.0%	79,500- 107,800	_____	____
12. Selling[c]	63,500	19.0%	49,100- 74,500	59,100	18.2%	42,400- 72,000	_____	____
13. General & Administrative	149,200	44.6%	124,800- 176,500	145,800	44.9%	118,200- 161,000	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 169,100	100.0%	$ 147,000-$ 192,800	$ 170,700	100.0%	$ 155,500- $ 189,300	_____	100.0%
From:								
15. Technical	7,300	4.3%	4,100- 12,200	7,200	4.2%	2,800- 14,100	_____	____
16. Program	64,400	38.1%	52,100- 79,200	66,400	38.9%	55,100- 79,200	_____	____
17. Selling	49,200	29.1%	36,700- 59,000	48,600	28.5%	34,600- 59,000	_____	____
18. General & Administrative	48,200	28.5%	35,000- 63,700	48,500	28.4%	28,500- 63,700	_____	____
19. Cost of Outside News Service	$ 8,400		$ 6,200-$ 10,600	$ 9,300		$ 6,100- $ 10,700	_____	
20. Music License Fees	$ 8,600		$ 7,600-$ 9,300	$ 8,800		$ 7,700- $ 9,300	_____	
21. Depreciation & Amortization	$ 16,400		$ 10,000-$ 25,200	$ 13,700		$ 8,100- $ 22,400	_____	
22. Interest	$ 8,900		$ 300-$ 21,400	$ 5,700		$ 100- $ 15,300	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 7,500		$ (17,500)-$ 27,000	$ 25,100		$ 8,300- $ 40,100	_____	
24. FULLTIME EMPLOYMENT	12		10- 14	12		9- 14	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 51 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 ($200,000 - $300,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (58)			PROFIT-ONLY STATIONS (38)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		3.02%	(2.40%)-12.30%		6.57%	3.02%- 21.45%		___%
2. TOTAL TIME SALES	$ 250,700	100.0%	$ 224,900-$ 273,000	$ 253,600	100.0%	$ 227,200- $ 277,300	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	20,800	8.3%	3,100- 34,600	21,000	8.3%	6,700- 35,200	_____	____
5. Local Advertisers	229,900	91.7%	198,500- 253,700	232,600	91.7%	195,000- 262,800	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 246,100		$ 223,700-$ 271,900	$ 248,000		$ 228,700- $ 274,000	_____	
7. Non Broadcast Revenue	100		0- 3,200	0		0- 2,600	_____	
8. Trade-outs & Barter	3,400		0- 9,000	1,700		0- 7,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 238,700	100.0%	$ 206,900-$ 275,100	$ 231,700	100.0%	$ 199,300- $ 243,000	_____	100.0%
From:								
10. Technical	15,000	6.3%	8,200- 20,100	15,500	6.7%	9,200- 21,900	_____	____
11. Program	72,300	30.3%	54,000- 82,300	69,700	30.1%	48,800- 79,900	_____	____
12. Selling[c]	43,500	18.2%	33,300- 51,600	43,600	18.8%	30,300- 47,600	_____	____
13. General & Administrative	107,900	45.2%	87,600- 127,300	102,900	44.4%	79,600- 112,200	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 127,300	100.0%	$ 102,900-$ 140,300	$ 123,600	100.0%	$ 94,600- $ 139,500	_____	100.0%
From:								
15. Technical	4,700	3.7%	1,300- 8,700	5,300	4.3%	1,800- 10,100	_____	____
16. Program	46,400	36.4%	29,900- 58,000	44,900	36.3%	24,900- 51,100	_____	____
17. Selling	35,500	27.9%	25,600- 38,800	35,600	28.8%	24,200- 36,900	_____	____
18. General & Administrative	40,700	32.0%	23,500- 46,300	37,800	30.6%	20,500- 43,400	_____	____
19. Cost of Outside News Service	$ 6,100		$ 4,500-$ 8,000	$ 5,700		$ 3,900- $ 7,800	_____	
20. Music License Fees	$ 6,600		$ 5,900-$ 7,400	$ 6,600		$ 5,900- $ 7,300	_____	
21. Depreciation & Amortization	$ 11,000		$ 7,000-$ 17,800	$ 10,900		$ 7,000- $ 16,200	_____	
22. Interest	$ 3,500		$ 0-$ 17,200	$ 2,900		$ 0- $ 6,400	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 7,400		$ (6,000)-$ 33,000	$ 16,300		$ 7,600- $ 52,800	_____	
24. FULLTIME EMPLOYMENT	8		7- 11	8		6- 10	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues loss cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 52 AM/FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 7 (Under $200,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (49) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (20) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(2.61%)	(13.30%)-4.81%		7.94%	2.00%- 13.33%		___%
2. TOTAL TIME SALES	$ 160,300	100.0%	$ 123,900-$ 184,000	$ 161,000	100.0%	$ 121,300- $ 175,300		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	10,900	6.8%	600- 25,000	10,100	6.3%	1,800- 23,700		
5. Local Advertisers	149,400	93.2%	112,000- 166,300	150,900	93.7%	112,000- 163,300		
6. TOTAL BROADCAST REVENUE[b]	$ 159,800		$ 123,700-$ 178,500	$ 160,600		$ 119,800- $ 173,900		
7. Non Broadcast Revenue	0		0- 1,000	0		0- 100		
8. Trade-outs & Barter	400		0- 4,700	100		0- 4,600		
9. TOTAL BROADCAST EXPENSE	$ 164,000	100.0%	$ 132,800-$ 190,700	$ 147,800	100.0%	$ 112,900- $ 163,400		100.0%
From:								
10. Technical	10,800	6.6%	6,600- 17,200	9,800	6.6%	7,100- 11,500		
11. Program	50,800	31.0%	40,600- 57,700	51,700	35.0%	40,600- 57,700		
12. Selling[c]	25,300	15.4%	12,000- 31,600	21,300	14.4%	10,000- 29,600		
13. General & Administrative	77,100	47.0%	51,400- 87,800	65,000	44.0%	42,700- 70,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 74,900	100.0%	$ 55,500-$ 96,000	$ 69,500	100.0%	$ 49,100- $ 87,900		100.0%
From:								
15. Technical	4,200	5.6%	400- 7,900	3,400	4.9%	600- 5,900		
16. Program	32,400	43.2%	20,700- 40,000	30,600	44.1%	19,800- 38,600		
17. Selling	18,100	24.2%	7,500- 23,800	14,600	21.0%	6,200- 24,200		
18. General & Administrative	20,200	27.0%	13,300- 32,400	20,900	30.0%	13,100- 26,000		
19. Cost of Outside News Service	$ 6,300		$ 5,000-$ 8,400	$ 5,100		$ 4,600- $ 6,500		
20. Music License Fees	$ 4,000		$ 3,000-$ 5,200	$ 4,000		$ 3,400- $ 4,500		
21. Depreciation & Amortization	$ 8,200		$ 3,500-$ 14,200	$ 4,700		$ 2,800- $ 9,800		
22. Interest	$ 1,400		$ 0-$ 7,800	$ 500		$ 0- $ 3,800		
23. PROFIT (Before Federal income tax)	$ (4,200)		$ (20,600)-$ 6,900	$ 12,800		$ 3,700- $ 20,100		
24. FULLTIME EMPLOYMENT	6		4- 7	5		4- 7		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 53 **DAYTIME STATIONS, NATIONWIDE**

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (160) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (72) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(0.82%)	(9.65%)-9.33%		9.71%	5.08%- 19.72%		___%
2. TOTAL TIME SALES	$ 183,600	100.0%	$ 117,000-$ 275,600	$ 220,000	100.0%	$ 133,200- $ 387,300	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	13,800	7.5%	0- 34,700	16,900	7.7%	0- 39,400	_____	____
5. Local Advertisers	169,800	92.5%	102,800- 236,100	203,100	92.3%	123,500- 328,300	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 176,900		$ 116,200-$ 268,000	$ 219,800		$ 133,000- $ 382,700	_____	
7. Non Broadcast Revenue	0		0- 1,000	0		0- 2,100	_____	
8. Trade-outs & Barter	4,300		100- 13,900	4,600		0- 15,300	_____	
9. TOTAL BROADCAST EXPENSE	$ 178,400	100.0%	$ 120,000-$ 275,400	$ 198,500	100.0%	$ 119,200- $ 277,900	_____	100.0%
From:								
10. Technical	8,900	5.0%	5,200- 15,400	9,700	4.9%	5,800- 17,700	_____	____
11. Program	50,000	28.0%	32,800- 78,000	53,000	26.7%	35,200- 82,700	_____	____
12. Selling[c]	34,800	19.5%	17,700- 60,400	40,500	20.4%	23,600- 73,400	_____	____
13. General & Administrative	84,700	47.5%	56,500- 125,300	95,300	48.0%	44,000- 123,500	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 82,700	100.0%	$ 58,100-$ 134,100	$ 102,700	100.0%	$ 59,200- $ 154,300	_____	100.0%
From:								
15. Technical	3,300	4.0%	300- 6,100	4,400	4.3%	8,00- 6,900	_____	____
16. Program	30,300	36.6%	22,200- 49,200	35,800	34.9%	24,100- 49,900	_____	____
17. Selling	23,300	28.2%	12,400- 44,000	32,900	32.0%	17,400- 55,300	_____	____
18. General & Administrative	25,800	31.2%	12,900- 41,500	29,600	28.8%	12,800- 44,800	_____	____
19. Cost of Outside News Service	$ 5,300		$ 3,000-$ 7,800	$ 5,000		$ 2,300- $ 7,900	_____	
20. Music License Fees	$ 4,500		$ 3,000-$ 7,100	$ 5,500		$ 3,300- $ 9,300	_____	
21. Depreciation & Amortization	$ 8,400		$ 4,000-$ 18,100	$ 7,000		$ 3,600- $ 18,100	_____	
22. Interest	$ 3,600		$ 200-$ 11,700	$ 3,000		$ 300- $ 8,900	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ (1,500)		$ (21,000)-$ 16,500	$ 21,300		$ 9,100- $ 51,900	_____	
24. FULLTIME EMPLOYMENT	7		4- 9	7		4- 10	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 54 DAYTIME REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (1 million population & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (19)			PROFIT-ONLY STATIONS (10)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		1.54%	(8.57%)-15.47%		12.54%	5.67%- 21.50%		___%
2. TOTAL TIME SALES	$ 372,000	100.0%	$ 218,100-$ 522,000	$ 504,400	100.0%	$ 260,100- $ 616,200	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	5,600	1.5%	0- 82,000	25,700	5.1%	0- 169,300	_____	____
5. Local Advertisers	366,400	98.5%	193,300- 500,000	478,700	94.9%	185,200- 515,200	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 364,200		$ 218,100-$ 581,700	$ 497,800		$ 255,600- $ 597,300	_____	
7. Non Broadcast Revenue	0		0- 2,500	0		0- 26,500	_____	
8. Trade-outs & Barter	17,100		4,500- 25,200	17,500		6,800- 33,100	_____	
9. TOTAL BROADCAST EXPENSE	$ 358,600	100.0%	$ 228,500-$ 483,300	$ 435,400	100.0%	$ 237,200- $ 492,900	_____	100.0%
From:								
10. Technical	21,500	6.0%	5,500- 37,900	19,600	4.5%	5,100- 35,500	_____	____
11. Program	87,900	24.5%	53,700- 145,900	96,700	22.2%	52,600- 152,400	_____	____
12. Selling[c]	96,800	27.0%	44,300- 144,700	129,300	29.7%	42,200- 192,600	_____	____
13. General & Administrative	152,400	42.5%	107,000- 202,600	189,800	43.6%	109,700- 215,500	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 216,400	100.0%	$ 109,800-$ 265,400	$ 197,500	100.0%	$ 106,700- $ 272,700	_____	100.0%
From:								
15. Technical	6,700	3.1%	0- 14,800	5,100	2.6%	0- 17,600	_____	____
16. Program	66,900	30.9%	37,100- 100,800	49,600	25.1%	30,600- 107,000	_____	____
17. Selling	71,800	33.2%	35,700- 87,000	84,500	42.8%	26,200- 123,400	_____	____
18. General & Administrative	71,000	32.8%	25,600- 76,300	58,300	29.5%	19,900- 94,300	_____	____
19. Cost of Outside News Service	$ 6,300		$ 4,800-$ 8,800	$ 5,000		$ 1,900- $ 9,900	_____	
20. Music License Fees	$ 9,800		$ 6,200-$ 14,000	$ 10,900		$ 6,700- $ 15,400	_____	
21. Depreciation & Amortization	$ 14,800		$ 7,200-$ 22,200	$ 19,100		$ 9,800- $ 28,200	_____	
22. Interest	$ 3,900		$ 0-$ 8,900	$ 4,400		$ 0- $ 17,900	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 5,600		$ (31,200)-$ 92,300	$ 62,400		$ 16,500- $ 123,000	_____	
24. FULLTIME EMPLOYMENT	10		6- 14	10		7- 15	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 55 DAYTIME REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (100,000 - 1 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (41)			PROFIT-ONLY STATIONS (13)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(4.67%)	(27.31%)-4.79%		9.81%	4.79%- 25.22%		___%
2. TOTAL TIME SALES	$ 184,800	100.0%	$ 121,800-$ 285,700	$ 192,100	100.0%	$ 127,000- $ 286,300		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	20,500	11.1%	8,000- 48,300	19,600	10.2%	4,900- 66,300		
5. Local Advertisers	164,300	88.9%	103,200- 236,300	172,500	89.8%	120,000- 240,000		
6. TOTAL BROADCAST REVENUE[b]	$ 180,900		$ 121,100-$ 273,500	$ 193,700		$ 126,900- $ 278,900		
7. Non Broadcast Revenue	0		0- 1,400	500		0- 2,000		
8. Trade-outs & Barter	5,300		2,800- 17,100	5,300		3,600- 14,200		
9. TOTAL BROADCAST EXPENSE	$ 189,300	100.0%	$ 136,200-$ 283,100	$ 174,700	100.0%	$ 84,300- $ 254,000		100.0%
From:								
10. Technical	10,200	5.4%	5,200- 14,300	11,500	6.6%	5,600- 15,000		
11. Program	52,400	27.7%	39,600- 77,300	47,000	26.9%	29,400- 56,900		
12. Selling[c]	39,600	20.9%	17,800- 60,400	39,300	22.5%	18,400- 48,000		
13. General & Administrative	87,100	46.0%	56,700- 140,600	76,900	44.0%	37,700- 124,400		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 86,800	100.0%	$ 61,500-$ 144,100	$ 92,400	100.0%	$ 61,000- $ 130,000		100.0%
From:								
15. Technical	3,000	3.4%	0- 6,000	3,000	3.3%	200- 5,000		
16. Program	32,000	36.9%	22,400- 49,200	33,000	35.7%	19,500- 42,200		
17. Selling	23,400	27.0%	12,600- 45,800	24,500	26.5%	15,200- 38,000		
18. General & Administrative	28,400	32.7%	17,800- 41,900	31,900	34.5%	17,800- 46,700		
19. Cost of Outside News Service	$ 5,100		$ 2,400-$ 6,200	$ 5,200		$ 2,400- $ 8,500		
20. Music License Fees	$ 4,500		$ 3,100-$ 5,900	$ 4,500		$ 3,600- $ 8,200		
21. Depreciation & Amortization	$ 7,600		$ 4,000-$ 17,400	$ 5,200		$ 3,600- $ 20,500		
22. Interest	$ 6,100		$ 100-$ 15,700	$ 2,400		$ 500- $ 24,300		
23. PROFIT (Before Federal income tax)	$ (8,400)		$ (41,300)-$ 7,100	$ 19,000		$ 7,100- $ 54,300		
24. FULLTIME EMPLOYMENT	7		5- 9	6		5- 8		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 56 DAYTIME REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (10,000 - 100,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (30)			PROFIT-ONLY STATIONS (17)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		2.10%	(11.62%)-13.61%		9.48%	5.63%- 26.74%		___%
2. TOTAL TIME SALES	$ 245,900	100.0%	$ 170,500-$ 387,300	$ 312,900	100.0%	$ 232,700- $ 413,500		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	35,400	14.4%	100- 59,000	35,700	11.4%	4,300- 62,700		
5. Local Advertisers	210,500	85.6%	146,200- 343,300	277,200	88.6%	171,500- 390,800		
6. TOTAL BROADCAST REVENUE[b]	$ 243,100		$ 168,500-$ 382,700	$ 298,800		$ 235,700- $ 407,300		
7. Non Broadcast Revenue	0		0- 3,400	2,100		0- 9,100		
8. Trade-outs & Barter	6,800		800- 19,400	10,800		3,200- 20,000		
9. TOTAL BROADCAST EXPENSE	$ 238,000	100.0%	$ 166,500-$ 308,700	$ 270,500	100.0%	$ 171,400- $ 357,900		100.0%
From:								
10. Technical	9,800	4.1%	6,400- 16,000	9,200	3.4%	6,300- 14,300		
11. Program	74,000	31.1%	45,400- 95,400	76,800	28.4%	45,400- 97,400		
12. Selling[c]	52,600	22.1%	28,500- 80,500	72,000	26.6%	41,000- 95,200		
13. General & Administrative	101,600	42.7%	67,200- 143,600	112,500	41.6%	69,000- 149,300		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 119,400	100.0%	$ 77,100-$ 176,500	$ 146,900	100.0%	$ 108,000- $ 183,900		100.0%
From:								
15. Technical	4,100	3.4%	0- 6,600	4,800	3.3%	1,000- 6,300		
16. Program	42,100	35.3%	29,400- 69,700	51,000	34.7%	33,500- 74,000		
17. Selling	37,700	31.6%	23,000- 56,600	48,200	32.8%	33,100- 68,300		
18. General & Administrative	35,500	29.7%	14,600- 43,800	42,900	29.2%	22,500- 45,700		
19. Cost of Outside News Service	$ 7,100		$ 4,600-$ 9,100	$ 6,700		$ 4,200- $ 9,500		
20. Music License Fees	$ 6,900		$ 3,900-$ 9,200	$ 7,700		$ 4,900- $ 10,300		
21. Depreciation & Amortization	$ 11,200		$ 5,700-$ 24,200	$ 11,400		$ 6,000- $ 23,100		
22. Interest	$ 6,000		$ 200-$ 19,500	$ 6,300		$ 1,000- $ 15,200		
23. PROFIT (Before Federal income tax)	$ 5,100		$ (27,800)-$ 42,900	$ 28,300		$ 13,000- $ 80,600		
24. FULLTIME EMPLOYMENT	8		7- 11	9		7- 11		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

NATIONAL ASSOCIATION OF BROADCASTERS

TABLE 57 DAYTIME REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (Under 10,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (70)			PROFIT-ONLY STATIONS (32)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(0.49%)	(7.49%)-9.23%		9.77%	4.81%- 15.54%		___%
2. TOTAL TIME SALES	$ 132,600	100.0%	$ 98,500-$ 198,100	$ 167,200	100.0%	$ 114,200- $ 238,700		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	6,000	4.5%	0- 17,800	7,400	4.4%	0- 21,800		
5. Local Advertisers	126,600	95.5%	86,300- 182,900	159,800	95.6%	103,700- 222,600		
6. TOTAL BROADCAST REVENUE[b]	$ 131,300		$ 97,900-$ 196,800	$ 159,200		$ 113,200- $ 244,900		
7. Non Broadcast Revenue	0		0- 300	0		0- 400		
8. Trade-outs & Barter	1,500		0- 4,700	300		0- 4,600		
9. TOTAL BROADCAST EXPENSE	$ 131,900	100.0%	$ 96,100-$ 192,600	$ 143,600	100.0%	$ 97,700- $ 224,000		100.0%
From:								
10. Technical	7,000	5.3%	4,600- 13,500	9,800	6.8%	5,600- 20,600		
11. Program	36,700	27.8%	25,900- 53,900	42,700	29.7%	28,700- 56,200		
12. Selling[c]	21,100	16.0%	10,200- 35,600	27,100	18.9%	16,300- 50,000		
13. General & Administrative	67,100	50.9%	41,300- 91,500	64 000	44.6%	39,300- 92,200		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 66,800	100.0%	$ 50,400-$ 94,400	$ 76,600	100.0%	$ 52,300- $ 125,700		100.0%
From:								
15. Technical	3,300	4.9%	800- 5,900	4,500	5.9%	1,600- 7,700		
16. Program	25,800	38.6%	16,800- 35,100	29,800	38.9%	18,100- 35,700		
17. Selling	14,900	22.4%	8,800- 29,800	22,000	28.7%	10,500- 41,700		
18. General & Administrative	22,800	34.1%	10,400- 33,500	20,300	26.5%	10,400- 34,500		
19. Cost of Outside News Service	$ 4,800		$ 2,100-$ 7,500	$ 4,200		$ 900- $ 6,300		
20. Music License Fees	$ 3,700		$ 2,400-$ 5,100	$ 3,900		$ 2,800- $ 5,900		
21. Depreciation & Amortization	$ 6,400		$ 2,400-$ 13,700	$ 5,200		$ 2,400- $ 8,800		
22. Interest	$ 2,600		$ 300-$ 8,100	$ 1,800		$ 100- $ 5,400		
23. PROFIT (Before Federal income tax)	$ (600)		$ (9,500)-$ 11,700	$ 15,600		$ 7,000- $ 28,900		
24. FULLTIME EMPLOYMENT	5		4- 7	5		4 7		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 58 DAYTIME REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($400,000 & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (20)			PROFIT-ONLY STATIONS (16)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		12.75%	5.19%-25.24%		17.46%	9.53%- 28.28%		___%
2. TOTAL TIME SALES	$ 504,400	100.0%	$ 428,400-$ 617,300	$ 504,400	100.0%	$ 423,700- $ 606,500		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	48,400	9.6%	0- 98,200	36,300	7.2%	0- 87,300		
5. Local Advertisers	456,000	90.4%	383,900- 507,000	468,100	92.8%	385,900- 507,000		
6. TOTAL BROADCAST REVENUE[b]	$ 497,800		$ 426,400-$ 597,300	$ 497,800		$ 421,300- $ 597,300		
7. Non Broadcast Revenue	0		0- 11,000	0		0- 7,100		
8. Trade-outs & Barter	17,500		700- 42,900	16,700		0- 23,500		
9. TOTAL BROADCAST EXPENSE	$ 434,300	100.0%	$ 354,900-$ 527,700	$ 410,900	100.0%	$ 308,400- $ 486,400		100.0%
From:								
10. Technical	16,900	3.9%	9,100- 33,900	16,400	4.0%	7,100- 25,300		
11. Program	118,600	27.3%	86,700- 159,100	110,500	26.9%	69,800- 137,400		
12. Selling[c]	105,500	24.3%	87,400- 164,900	111,000	27.0%	76,000- 164,900		
13. General & Administrative	193,300	44.5%	131,500- 250,600	173,000	42.1%	126,400- 218,400		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 214,200	100.0%	$ 181,300-$ 279,500	$ 193,400	100.0%	$ 176,500- $ 263,800		100.0%
From:								
15. Technical	5,800	2.7%	4,600- 16,900	5,000	2.6%	2,300- 12,100		
16. Program	79,900	37.3%	45,000- 102,400	65,900	34.1%	42,700- 97,000		
17. Selling	72,600	33.9%	62,100- 99,000	68,300	35.3%	55,600- 96,300		
18. General & Administrative	55,900	26.1%	43,900- 96,300	54,200	28.0%	41,800- 96,300		
19. Cost of Outside News Service	$ 7,800		$ 2,300-$ 9,200	$ 7,700		$ 2,300- $ 8,900		
20. Music License Fees	$ 12,100		$ 9,300-$ 16,300	$ 10,900		$ 9,300- $ 14,900		
21. Depreciation & Amortization	$ 21,400		$ 13,300-$ 28,900	$ 21,400		$ 13,300- $ 23,100		
22. Interest	$ 3,700		$ 200-$ 20,900	$ 3,700		$ 0- $ 16,400		
23. PROFIT (Before Federal income tax)	$ 63,500		$ 23,100-$ 128,200	$ 86,900		$ 55,000- $ 131,200		
24. FULLTIME EMPLOYMENT	12		10- 14	11		10- 14		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 59 DAYTIME REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($250,000 - $400,000 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (27)			PROFIT-ONLY STATIONS (14)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		0.12%	(9.29%)-12.44%		11.02%	4.36%- 20.72%		___%
2. TOTAL TIME SALES	$ 298,000	100.0%	$ 273,300-$ 347,000	$ 300,500	100.0%	$ 276,500- $ 375,800	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	39,000	13.1%	5,000- 67,100	39,100	13.0%	0- 70,500	_____	____
5. Local Advertisers	259,000	86.9%	226,700- 291,000	261,400	87.0%	236,100- 324,500	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 284,700		$ 267,000-$ 329,600	$ 293,400		$ 272,400- $ 361,000	_____	
7. Non Broadcast Revenue	300		0- 2,600	200		0- 3,400	_____	
8. Trade-outs & Barter	7,900		3,900- 21,100	10,500		2,300- 17,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 284,400	100.0%	$ 254,700-$ 328,600	$ 261,100	100.0%	$ 240,500- $ 280,400	_____	100.0%
From:								
10. Technical	13,100	4.6%	8,100- 18,200	9,900	3.8%	7,800- 21,700	_____	____
11. Program	77,600	27.3%	53,900- 89,600	80,400	30.8%	52,400- 87,600	_____	____
12. Selling[c]	58,900	20.7%	53,000- 82,000	60,100	23.0%	46,000- 74,300	_____	____
13. General & Administrative	134,800	47.4%	107,900- 166,800	110,700	42.4%	91,800- 146,900	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 137,600	100.0%	$ 129,700-$ 176,900	$ 141,900	100.0%	$ 131,000- $ 165,800	_____	100.0%
From:								
15. Technical	4,700	3.4%	2,100- 9,100	5,000	3.5%	2,500- 12,000	_____	____
16. Program	49,300	35.8%	37,100- 65,700	51,800	36.5%	37,600- 61,500	_____	____
17. Selling	42,600	31.0%	38,200- 55,700	44,100	31.1%	38,900- 60,900	_____	____
18. General & Administrative	41,000	29.8%	30,300- 53,600	41,000	28.9%	26,000- 53,200	_____	____
19. Cost of Outside News Service	$ 6,200		$ 4,100-$ 8,000	$ 5,300		$ 3,200- $ 10,400	_____	
20. Music License Fees	$ 8,400		$ 6,800-$ 9,600	$ 8,600		$ 6,900- $ 9,800	_____	
21. Depreciation & Amortization	$ 12,400		$ 8,300-$ 21,200	$ 9,700		$ 6,000- $ 15,200	_____	
22. Interest	$ 7,800		$ 3,700-$ 23,200	$ 6,400		$ 4,000- $ 12,900	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 300		$ (31,200)-$ 36,200	$ 32,300		$ 12,200- $ 61,400	_____	
24. FULLTIME EMPLOYMENT	9		7- 11	9		7- 11	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 60 DAYTIME REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($150,000- $250,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (46)			PROFIT-ONLY STATIONS (19)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(2.51%)	(15.38%)-6.41%		6.75%	3.32%- 10.17%		___%
2. TOTAL TIME SALES	$ 202,400	100.0%	$ 178,400-$ 220,100	$ 206,000	100.0%	$ 183,700- $ 227,900		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	16,800	8.3%	0- 33,900	17,700	8.6%	0- 32,100		
5. Local Advertisers	185,600	91.7%	163,800- 201,600	188,300	91.4%	166,000- 203,200		
6. TOTAL BROADCAST REVENUE[b]	$ 198,000		$ 175,300-$ 216,300	$ 207,700		$ 183,400- $ 229,700		
7. Non Broadcast Revenue	0		0- 900	300		0- 7,200		
8. Trade-outs & Barter	5,100		1,500- 15,900	5,000		800- 14,900		
9. TOTAL BROADCAST EXPENSE	$ 203,000	100.0%	$ 180,300-$ 236,400	$ 193,700	100.0%	$ 160,800- $ 217,100		100.0%
From:								
10. Technical	10,800	5.3%	5,600- 17,300	7,700	4.0%	5,700- 18,000		
11. Program	57,200	28.2%	46,800- 74,600	49,800	25.7%	34,500- 55,200		
12. Selling[c]	39,600	19.5%	33,400- 54,100	40,100	20.7%	33,800- 47,400		
13. General & Administrative	95,400	47.0%	75,900- 114,800	96,100	49.6%	69,200- 105,100		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 101,700	100.0%	$ 83,600-$ 122,700	$ 92,300	100.0%	$ 83,100- $ 109,200		100.0%
From:								
15. Technical	4,200	4.1%	1,000- 6,600	4,100	4.4%	300- 7,200		
16. Program	36,200	35.6%	26,900- 49,300	29,700	32.2%	22,500- 35,400		
17. Selling	30,400	29.9%	21,800- 36,400	29,300	31.8%	23,100- 34,800		
18. General & Administrative	30,900	30.4%	14,800- 38,700	29,200	31.6%	12,600- 38,300		
19. Cost of Outside News Service	$ 5,600		$ 3,800-$ 8,200	$ 5,300		$ 2,800- $ 8,200		
20. Music License Fees	$ 5,200		$ 4,100-$ 6,100	$ 4,900		$ 4,100- $ 6,200		
21. Depreciation & Amortization	$ 7,400		$ 3,900-$ 18,000	$ 6,200		$ 3,400- $ 17,100		
22. Interest	$ 4,300		$ 0-$ 16,300	$ 3,300		$ 0- $ 17,000		
23. PROFIT (Before Federal income tax)	$ (5,000)		$ (29,100)-$ 11,700	$ 14,000		$ 6,100- $ 25,100		
24. FULLTIME EMPLOYMENT	7		6- 8	6		6- 7		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 61 DAYTIME REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($100,000 - $150,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (42)			PROFIT-ONLY STATIONS (16)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(1.95%)	(10.22%)-8.91%		10.12%	5.61%- 22.26%		___%
2. TOTAL TIME SALES	$ 124,600	100.0%	$ 108,700-$ 140,200	$ 123,800	100.0%	$ 114,200- $ 139,000		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	6,600	5.3%	0- 13,700	6,700	5.4%	500- 14,800		
5. Local Advertisers	118,000	94.7%	101,300- 132,900	117,100	94.6%	103,700- 131,100		
6. TOTAL BROADCAST REVENUE[b]	$ 123,700		$ 106,000-$ 137,300	$ 123,700		$ 113,200- $ 134,100		
7. Non Broadcast Revenue	0		0- 400	0		0- 300		
8. Trade-outs & Barter	2,300		0- 5,900	500		0- 3,000		
9. TOTAL BROADCAST EXPENSE	$ 126,100	100.0%	$ 110,700-$ 147,500	$ 111,200	100.0%	$ 89,800- $ 125,200		100.0%
From:								
10. Technical	7,100	5.6%	4,600- 11,000	6,800	6.1%	5,000- 12,000		
11. Program	38,300	30.4%	30,600- 45,900	40,100	36.1%	31,500- 46,200		
12. Selling[c]	18,000	14.3%	10,200- 25,400	19,000	17.1%	9,700- 24,300		
13. General & Administrative	62,700	49.7%	44,900- 80,700	45,300	40.7%	30,500- 56,500		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 62,500	100.0%	$ 53,100-$ 73,100	$ 58,900	100.0%	$ 50,700- $ 63,400		100.0%
From:								
15. Technical	1,700	2.7%	0- 4,900	2,000	3.4%	200- 5,300		
16. Program	26,900	43.1%	19,000- 29,600	30,200	51.3%	17,500- 32,400		
17. Selling	13,600	21.7%	8,000- 17,500	13,800	23.4%	7,600- 16,900		
18. General & Administrative	20,300	32.5%	10,300- 30,800	12,900	21.9%	8,600- 19,500		
19. Cost of Outside News Service	$ 5,300		$ 3,500-$ 6,700	$ 4,700		$ 2,500- $ 5,500		
20. Music License Fees	$ 3,400		$ 2,700-$ 3,900	$ 3,200		$ 2,700- $ 3,700		
21. Depreciation & Amortization	$ 6,000		$ 2,700-$ 10,000	$ 2,900		$ 2,100- $ 5,200		
22. Interest	$ 1,700		$ 200-$ 7,500	$ 1,600		$ 300- $ 2,300		
23. PROFIT (Before Federal income tax)	$ (2,400)		$ (13,600)-$ 10,400	$ 12,500		$ 7,700- $ 26,000		
24. FULLTIME EMPLOYMENT	5		4- 6	4		4- 5		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 62 DAYTIME REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 (Under $100,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (25)			PROFIT-ONLY STATIONS (7)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(3.16%)	(27.72%)-3.49%		8.01%			___%
2. TOTAL TIME SALES	$ 76,700	100.0%	$ 66,400-$ 88,600	$ 86,500	100.0%		_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%		_____	_____
4. National & Regional Advertisers	7,000	9.1%	800- 16,800	9,200	10.6%		_____	_____
5. Local Advertisers	69,700	90.9%	51,900- 78,700	77,300	89.4%		_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 76,700		$ 60,900-$ 94,300	$ 90,700			_____	
7. Non Broadcast Revenue	0		0- 100	100			_____	
8. Trade-outs & Barter	100		0- 1,800	1,300			_____	
9. TOTAL BROADCAST EXPENSE	$ 79,100	100.0%	$ 73,800-$ 96,100	$ 83,400	100.0%		_____	100.0%
From:								
10. Technical	5,200	6.6%	3,200- 6,800	4,700	5.6%	**SAMPLE**	_____	_____
11. Program	25,600	32.4%	19,700- 31,700	27,500	33.0%	**INSUFFICIENT**	_____	_____
12. Selling[c]	12,200	15.4%	7,200- 18,400	25,000	30.0%	**TO BE**	_____	_____
13. General & Administrative	36,100	45.6%	23,000- 48,700	26,200	31.4%	**MEANINGFUL**	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 45,400	100.0%	$ 33,500-$ 55,800	$ 50,800	100.0%		_____	100.0%
From:								
15. Technical	2,200	4.9%	100- 3,600	2,700	5.4%		_____	_____
16. Program	19,200	42.3%	14,500- 23,600	19,000	37.5%		_____	_____
17. Selling	10,900	24.0%	3,900- 13,200	13,000	25.5%		_____	_____
18. General & Administrative	13,100	28.8%	5,100- 23,700	16,100	31.6%		_____	_____
19. Cost of Outside News Service	$ 3,000		$ 300-$ 5,000	$ 600			_____	
20. Music License Fees	$ 2,100		$ 1,800-$ 2,600	$ 2,600			_____	
21. Depreciation & Amortization	$ 2,500		$ 1,000-$ 14,200	$ 2,500			_____	
22. Interest	$ 1,200		$ 0-$ 7,400	$ 900			_____	
							_____	
23. PROFIT (Before Federal income tax)	$ (2,400)		$ (23,400)-$ 3,100	$ 7,300			_____	
24. FULLTIME EMPLOYMENT	4		2- 5	4			_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 63 **FM STATIONS, NATIONWIDE**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (343)			PROFIT-ONLY STATIONS (199)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		5.69%	(17.71%)-23.60%		21.26%	9.94%- 33.25%		___%
2. TOTAL TIME SALES	$ 644,000	100.0%	$ 266,700-$ 1,511,700	$ 963,200	100.0%	$ 447,200- $ 2,189,500	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 900	0	0.0%	0- 5,100	_____	_____
4. National & Regional Advertisers	108,800	16.9%	19,500- 398,700	217,700	22.6%	44,600- 589,600	_____	_____
5. Local Advertisers	535,200	83.1%	238,000- 1,075,500	745,500	77.4%	379,600- 1,569,200	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 596,900		$ 258,500-$ 1,270,500	$ 862,000		423,200- $ 1,872,300	_____	
7. Non Broadcast Revenue	1,200		0- 9,900	800		0- 10,800	_____	
8. Trade-outs & Barter	25,000		6,200- 74,400	31,800		6,800- 97,500	_____	
9. TOTAL BROADCAST EXPENSE	$ 562,900	100.0%	$ 291,400-$ 1,210,500	$ 678,700	100.0%	$ 338,700- $ 1,258,900	_____	100.0%
From:								
10. Technical	36,000	6.4%	15,900- 63,700	40,000	5.9%	20,500- 68,300	_____	_____
11. Program	146,300	26.0%	78,600- 278,000	185,300	27.3%	90,700- 303,200	_____	_____
12. Selling[c]	144,700	25.7%	64,000- 384,300	192,100	28.3%	79,500- 451,400	_____	_____
13. General & Administrative	235,900	41.9%	119,100- 440,900	261,300	38.5%	125,500- 455,600	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 263,400	100.0%	$ 141,000-$ 493,600	$ 321,200	100.0%	$ 163,000- $ 575,000	_____	100.0%
From:								
15. Technical	13,700	5.2%	5,700- 28,700	17,300	5.4%	6,400- 31,400	_____	_____
16. Program	94,300	35.8%	48,000- 155,600	111,800	34.8%	51,500- 184,700	_____	_____
17. Selling	101,700	38.6%	44,900- 187,100	133,300	41.5%	60,300- 231,300	_____	_____
18. General & Administrative	53,700	20.4%	24,900- 99,500	58,800	18.3%	25,800- 107,600	_____	_____
19. Cost of Outside News Service	$ 5,400		$ 2,600-$ 8,700	$ 5,300		$ 2,400- $ 8,900	_____	
20. Music License Fees	$ 14,100		$ 5,900-$ 32,500	$ 23,000		$ 9,000- $ 47,200	_____	
21. Depreciation & Amortization	$ 27,300		$ 13,800-$ 60,800	$ 27,800		$ 12,200- $ 65,400	_____	
22. Interest	$ 500		$ 0-$ 16,600	$ 0		$ 0- $ 9,800	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 34,000		$ (72,400)-$ 221,000	$ 183,300		$ 44,600- $ 465,600	_____	
24. FULLTIME EMPLOYMENT	14		8- 21	15		9- 24	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 64 FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (2.5 million population & over)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (55) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (31) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		13.18%	(33.05%)-29.09%		24.99%	20.97%- 45.37%		___%
2. TOTAL TIME SALES	$ 2,533,900	100.0%	$ 1,267,000-$ 3,682,200	$ 3,409,900	100.0%	$ 2,805,000- $ 4,860,500	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 44,400	0	0.0%	0- 44,400	_____	____
4. National & Regional Advertisers	729,800	28.8%	384,400- 1,142,900	1,145,700	33.6%	770,600- 1,557,100	_____	____
5. Local Advertisers	1,804,100	71.2%	1,218,100- 2,529,200	2,264,200	66.4%	1,777,200- 3,149,500	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 2,312,600		$ 1,234,600-$ 3,516,600	$ 2,952,100		$ 2,343,100- $ 4,174,800	_____	
7. Non Broadcast Revenue	300		0- 14,500	300		0- 26,400	_____	
8. Trade-outs & Barter	136,300		63,200- 219,900	136,300		44,700- 229,400	_____	
9. TOTAL BROADCAST EXPENSE	$ 2,007,800	100.0%	$ 1,483,600-$ 2,812,000	$ 2,214,400	100.0%	$ 1,620,400- $ 2,872,100	_____	100.0%
From:								
10. Technical	92,400	4.6%	54,800- 131,500	93,000	4.2%	65,800- 123,600	_____	____
11. Program	455,800	22.7%	284,100- 775,500	622,300	28.1%	357,400- 775,500	_____	____
12. Selling[c]	672,600	33.5%	442,900- 930,800	693,100	31.3%	516,400- 1,012,200	_____	____
13. General & Administrative	787,000	39.2%	532,400- 992,000	806,000	36.4%	545,000- 980,900	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 730,400	100.0%	$ 575,000-$ 1,123,000	$ 977,900	100.0%	$ 630,600- $ 1,180,300	_____	100.0%
From:								
15. Technical	40,900	5.6%	25,000- 60,500	49,900	5.1%	28,400- 59,400	_____	____
16. Program	269,500	36.9%	168,800- 401,400	404,800	41.4%	201,900- 486,300	_____	____
17. Selling	279,800	38.3%	195,100- 394,600	357,900	36.6%	260,000- 420,500	_____	____
18. General & Administrative	140,200	19.2%	101,400- 184,700	165,300	16.9%	107,000- 194,000	_____	____
19. Cost of Outside News Service	$ 14,700		$ 6,700-$ 24,100	$ 15,700		$ 6,400- $ 24,300	_____	
20. Music License Fees	$ 57,300		$ 31,400-$ 85,700	$ 80,400		$ 57,300- $ 107,100	_____	
21. Depreciation & Amortization	$ 79,100		$ 45,300-$ 147,000	$ 74,500		$ 45,300- $ 108,000	_____	
22. Interest	$ 0		$ 0-$ 5,300	$ 0		$ 0- $ 3,200	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 304,800		$ (270,300)-$ 944,800	$ 737,700		$ 462,400- $ 1,476,800	_____	
24. FULLTIME EMPLOYMENT	25		21- 32	27		23- 33	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

NATIONAL ASSOCIATION OF BROADCASTERS

TABLE 65 FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (1-2.5 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (63)			PROFIT-ONLY STATIONS (40)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		15.35%	(20.05%)-32.36%		24.34%	15.80%- 39.09%		___%
2. TOTAL TIME SALES	$ 1,441,200	100.0%	$ 828,000-$ 2,328,400	$ 1,893,900	100.0%	$ 1,418,000- $ 2,680,900	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 24,800	0	0.0%	0- 32,900	_____	____
4. National & Regional Advertisers	396,300	27.5%	142,400- 652,100	547,300	28.9%	335,400- 736,700	_____	____
5. Local Advertisers	1,044,900	72.5%	605,900- 1,618,700	1,346,600	71.1%	977,800- 1,844,300	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,220,300		$ 716,900-$ 1,951,500	$ 1,609,300		$ 1,180,600- $ 2,292,000	_____	
7. Non Broadcast Revenue	2,900		0- 12,700	300		0- 10,200	_____	
8. Trade-outs & Barter	64,900		25,600- 115,100	73,100		29,800- 122,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,033,000	100.0%	$ 781,300-$ 1,378,700	$ 1,217,600	100.0%	$ 900,000- $ 1,431,000	_____	100.0%
From:								
10. Technical	57,800	5.6%	37,900- 82,200	67,000	5.5%	38,700- 86,600	_____	____
11. Program	256,200	24.8%	175,600- 380,200	311,700	25.6%	204,700- 373,500	_____	____
12. Selling[c]	341,900	33.1%	206,500- 529,500	422,500	34.7%	274,600- 538,200	_____	____
13. General & Administrative	377,100	36.5%	239,000- 532,800	416,400	34.2%	265,000- 532,900	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 409,000	100.0%	$ 332,200-$ 609,400	$ 547,200	100.0%	$ 352,600- $ 640,800	_____	100.0%
From:								
15. Technical	25,300	6.2%	16,600- 36,000	30,600	5.6%	21,400- 39,200	_____	____
16. Program	145,200	35.5%	99,000- 240,800	204,700	37.4%	114,200- 249,600	_____	____
17. Selling	166,900	40.8%	112,300- 229,500	226,500	41.4%	156,600- 274,000	_____	____
18. General & Administrative	71,600	17.5%	44,500- 107,600	85,400	15.6%	44,800- 113,200	_____	____
19. Cost of Outside News Service	$ 6,600		$ 4,000-$ 10,500	$ 6,200		$ 4,100- $ 10,600	_____	
20. Music License Fees	$ 31,800		$ 16,000-$ 49,500	$ 45,200		$ 29,000- $ 58,400	_____	
21. Depreciation & Amortization	$ 49,400		$ 27,200-$ 108,200	$ 50,400		$ 25,300- $ 109,700	_____	
22. Interest	$ 0		$ 0-$ 15,600	$ 0		$ 0- $ 12,100	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 187,300		$ (116,300)-$ 526,100	$ 391,700		$ 138,400- $ 786,700	_____	
24. FULLTIME EMPLOYMENT	19		15- 23	20		15- 25	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 66 FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (500,000 - 1 million population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (51)			PROFIT-ONLY STATIONS (37)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		17.98%	(6.78%)-32.56%		27.66%	16.73%- 40.69%		___%
2. TOTAL TIME SALES	$ 906,300	100.0%	$ 600,300-$ 1,630,400	$ 1,163,100	100.0%	$ 846,700- $ 1,758,800	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 14,000	0	0.0%	0- 17,300	_____	_____
4. National & Regional Advertisers	220,200	24.3%	49,400- 407,500	276,800	23.8%	193,700- 426,900	_____	_____
5. Local Advertisers	686,100	75.7%	409,300- 1,205,700	886,300	76.2%	632,500- 1,306,800	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 822,800		$ 502,200-$ 1,378,400	$ 1,047,200		$ 790,700- $ 1,505,500	_____	
7. Non Broadcast Revenue	2,500		0- 11,800	2,800		0- 14,900	_____	
8. Trade-outs & Barter	30,900		5,900- 67,500	39,600		6,000- 68,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 674,900	100.0%	$ 463,300-$ 1,039,300	$ 757,500	100.0%	$ 566,200- $ 1,047,300	_____	100.0%
From:								
10. Technical	42,500	6.3%	31,000- 63,700	47,700	6.3%	31,500- 76,200	_____	_____
11. Program	196,400	29.1%	98,200- 262,400	218,200	28.8%	128,200- 283,600	_____	_____
12. Selling[c]	186,300	27.6%	103,900- 296,600	225,000	29.7%	119,900- 355,700	_____	_____
13. General & Administrative	249,700	37.0%	136,800- 299,400	266,600	35.2%	187,500- 325,400	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 303,800	100.0%	$ 188,400-$ 415,200	$ 326,600	100.0%	$ 236,700- $ 478,200	_____	100.0%
From:								
15. Technical	19,100	6.3%	9,200- 31,900	17,700	5.4%	10,100- 32,400	_____	_____
16. Program	109,700	36.1%	53,400- 140,000	108,100	33.1%	61,200- 143,900	_____	_____
17. Selling	123,000	40.5%	56,300- 189,000	139,100	42.6%	83,700- 226,100	_____	_____
18. General & Administrative	52,000	17.1%	25,800- 90,000	61,700	18.9%	25,300- 95,600	_____	_____
19. Cost of Outside News Service	$ 5,100		$ 1,100-$ 8,300	$ 5,200		$ 1,400- $ 8,300	_____	
20. Music License Fees	$ 23,300		$ 7,900-$ 32,100	$ 25,300		$ 21,600- $ 37,700	_____	
21. Depreciation & Amortization	$ 24,900		$ 12,500-$ 59,500	$ 28,000		$ 13,400- $ 63,000	_____	
22. Interest	$ 0		$ 0-$ 13,300	$ 0		$ 0- $ 14,000	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 147,900		$ (21,900)-$ 415,800	$ 289,700		$ 136,000- $ 453,000	_____	
24. FULLTIME EMPLOYMENT	15		10- 21	128		10- 23	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

NATIONAL ASSOCIATION OF BROADCASTERS

TABLE 67 FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (200,000 - 500,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (53)			PROFIT-ONLY STATIONS (33)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		6.68%	(17.97%)- 22.07%		18.10%	6.98%- 27.34%		___%
2. TOTAL TIME SALES	$ 542,100	100.0%	$ 381,900-$ 827,800	$ 626,600	100.0%	$ 457,700- $ 857,600		100.0%
From:								
3. Network Compensation	0	0.0%	0- 3,800	0	0.0%	0- 1,300		
4. National & Regional Advertisers	97,000	17.9%	47,000- 152,200	115,900	18.5%	59,800- 165,400		
5. Local Advertisers	445,100	82.1%	295,000- 642,500	510,700	81.5%	364,800- 695,600		
6. TOTAL BROADCAST REVENUE[b]	$ 475,400		$ 345,600-$ 739,400	$ 574,300		$ 418,600- $ 772,300		
7. Non Broadcast Revenue	800		0- 2,900	600		0- 2,800		
8. Trade-outs & Barter	18,300		5,600- 40,100	28,700		7,000- 61,300		
9. TOTAL BROADCAST EXPENSE	$ 443,600	100.0%	$ 355,500-$ 617,900	$ 470,400	100.0%	$ 334,200- $ 606,600		100.0%
From:								
10. Technical	31,500	7.1%	20,300- 46,500	28,200	6.0%	15,000- 42,500		
11. Program	117,100	26.4%	87,100- 153,500	131,700	28.0%	71,000- 146,100		
12. Selling[c]	118,400	26.7%	88,000- 175,900	138,300	29.4%	85,400- 169,500		
13. General & Administrative	176,600	39.8%	118,600- 279,600	172,200	36.6%	118,600- 281,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 217,800	100.0%	$ 156,900-$ 294,500	$ 234,400	100.0%	$ 155,000- $ 295,300		100.0%
From:								
15. Technical	10,500	4.8%	6,400- 15,900	10,300	4.4%	6,100- 13,300		
16. Program	79,300	36.4%	55,300- 106,100	82,000	35.0%	45,400- 112,000		
17. Selling	86,200	39.6%	55,100- 121,800	98,700	42.1%	64,100- 122,400		
18. General & Administrative	41,800	19.2%	22,000- 73,500	43,400	18.5%	15,200- 75,900		
19. Cost of Outside News Service	$ 4,500		$ 2,200-$ 5,900	$ 4,500		$ 2,000- $ 6,000		
20. Music License Fees	$ 12,500		$ 8,200-$ 19,100	$ 14,100		$ 10,500- $ 20,300		
21. Depreciation & Amortization	$ 22,300		$ 13,600-$ 37,700	$ 19,700		$ 12,300- $ 32,400		
22. Interest	$ 2,500		$ 0-$ 22,500	$ 1,800		$ 0- $ 12,400		
23. PROFIT (Before Federal income tax)	$ 31,800		$ (91,000)-$ 119,900	$ 104,000		$ 41,900- $ 150,600		
24. FULLTIME EMPLOYMENT	12		7- 18	12		6- 17		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 68 FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 5 (50,000 - 200,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (42) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (21) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		1.23%	(16.16%)-19.36%		18.95%	9.93%- 31.03%		___%
2. TOTAL TIME SALES	$ 387,600	100.0%	$ 198,900-$ 585,500	$ 441,300	100.0%	$ 245,500- $ 647,700	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	42,200	10.9%	10,600- 100,800	61,800	14.0%	17,700- 108,800	_____	_____
5. Local Advertisers	345,400	89.1%	173,200- 487,000	379,500	86.0%	198,900- 550,400	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 376,700		$ 185,500-$ 556,600	$ 410,700		$ 233,800- $ 645,300	_____	
7. Non Broadcast Revenue	900		0- 11,200	1,800		0- 10,900	_____	
8. Trade-outs & Barter	11,600		4,500- 23,700	11,500		2,600- 30,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 372,100	100.0%	$ 207,400-$ 480,000	$ 332,900	100.0%	$ 181,300- $ 449,000	_____	100.0%
From:								
10. Technical	23,100	6.2%	8,500- 32,500	20,600	6.2%	8,500- 32,600	_____	_____
11. Program	93,800	25.2%	49,400- 122,800	91,900	27.6%	52,400- 130,300	_____	_____
12. Selling[c]	90,800	24.4%	47,400- 135,300	91,600	27.5%	48,600- 144,400	_____	_____
13. General & Administrative	164,400	44.2%	91,600- 250,700	128,800	38.7%	61,800- 207,000	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 166,700	100.0%	$ 91,900-$ 254,200	$ 157,300	100.0%	$ 95,600- $ 270,000	_____	100.0%
From:								
15. Technical	6,700	4.0%	2,000- 14,700	5,300	3.4%	200- 14,700	_____	_____
16. Program	57,200	34.3%	23,500- 81,100	52,900	33.6%	23,500- 82,500	_____	_____
17. Selling	65,500	39.3%	33,200- 97,900	65,000	41.3%	35,100- 104,000	_____	_____
18. General & Administrative	37,300	22.4%	14,600- 56,300	34,100	21.7%	10,200- 58,600	_____	_____
19. Cost of Outside News Service	$ 2,900		$ 400-$ 6,200	$ 2,200		$ 600- $ 5,400	_____	
20. Music License Fees	$ 8,600		$ 4,300-$ 14,400	$ 8,600		$ 4,200- $ 14,900	_____	
21. Depreciation & Amortization	$ 23,000		$ 10,900-$ 39,600	$ 19,000		$ 8,500- $ 29,700	_____	
22. Interest	$ 3,200		$ 0-$ 23,500	$ 0		$ 0- $ 9,200	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 4,600		$ (51,000)-$ 66,100	$ 77,800		$ 31,000- $ 203,300	_____	
24. FULLTIME EMPLOYMENT	10		5- 14	9		5- 14	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 69 FM REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 6 (Under 50,000 population)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (79)			PROFIT-ONLY STATIONS (37)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(0.45%)	(19.13%)-9.35%		9.94%	5.85%- 20.32%		___%
2. TOTAL TIME SALES	$ 217,500	100.0%	$ 152,200-$ 336,300	$ 285,300	100.0%	$ 179,300- $ 467,800	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	8,900	4.1%	0- 27,400	14,800	5.2%	300- 43,200	_____	_____
5. Local Advertisers	208,600	95.9%	138,100- 310,400	270,500	94.8%	154,800- 457,600	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 213,300		$ 152,000-$ 336,900	$ 287,200		$ 178,300- $ 466,000	_____	
7. Non Broadcast Revenue	700		0- 7,500	700		0- 6,500	_____	
8. Trade-outs & Barter	2,800		0- 15,200	1,500		0- 16,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 214,300	100.0%	$ 158,200-$ 332,400	$ 258,700	100.0	$ 127,000- $ 398,600	_____	100.0%
From:								
10. Technical	11,800	5.5%	7,700- 22,200	15,000	5.8%	10,000- 23,000	_____	_____
11. Program	61,700	28.8%	40,200- 99,100	77,600	30.0%	37,300- 106,600	_____	_____
12. Selling[c]	41,800	19.5%	21,700- 78,200	55,100	21.3%	20,000- 80,100	_____	_____
13. General & Administrative	99,000	46.2%	70,500- 155,300	111,000	42.9%	57,900- 177,300	_____	_____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 103,600	100.0%	$ 73,700-$ 180,400	$ 144,700	100.0%	$ 70,400- $ 214,500	_____	100.0%
From:								
15. Technical	4,500	4.4%	1,200- 8,800	6,200	4.3%	1,200- 10,200	_____	_____
16. Program	40,200	38.8%	25,400- 67,100	56,600	39.1%	26,100- 68,300	_____	_____
17. Selling	31,000	29.9%	16,800- 60,300	41,200	28.5%	16,500- 72,400	_____	_____
18. General & Administrative	27,900	26.9%	17,700- 50,800	40,700	28.1%	18,300- 55,700	_____	_____
19. Cost of Outside News Service	$ 5,200		$ 3,000-$ 7,700	$ 4,700		$ 2,600- $ 7,600	_____	
20. Music License Fees	$ 5,000		$ 3,700-$ 7,700	$ 6,800		$ 4,100- $ 11,000	_____	
21. Depreciation & Amortization	$ 14,200		$ 7,000-$ 25,100	$ 12,100		$ 5,700- $ 22,800	_____	
22. Interest	$ 8,000		$ 0-$ 17,800	$ 2,900		$ 0- $ 10,300	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ (1,000)		$ (32,600)-$ 27,900	$ 28,500		$ 16,900- $ 63,000	_____	
24. FULLTIME EMPLOYMENT	8		5- 12	8		6- 11	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 70 FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($2 million & over)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (49) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (43) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		29.09%	17.30%-46.02%		32.85%	22.98%- 48.17%		___%
2. TOTAL TIME SALES	$ 3,208,700	100.0%	$ 2,786,300-$ 4,260,000	$ 3,286,500	100.0%	$ 2,807,600- $ 4,410,000	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 74,800	0	0.0%	0- 65,400	_____	____
4. National & Regional Advertisers	1,030,000	32.1%	747,500- 1,356,800	1,064,800	32.4%	766,700- 1,428,900	_____	____
5. Local Advertisers	2,178,700	67.9%	1,929,600- 2,842,700	2,221,700	67.6%	1,956,100- 2,994,200	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 2,725,100		$ 2,333,300-$ 3,731,900	$ 2,767,500		$ 2,348,100- $ 3,841,600	_____	
7. Non Broadcast Revenue	300		0- 20,100	200		0- 21,300	_____	
8. Trade-outs & Barter	129,300		78,300- 202,400	112,500		45,000- 177,500	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,932,400	100.0%	$ 1,674,700-$ 2,882,800	$ 1,858,400	100.0%	$ 1,419,600- $ 2,698,100	_____	100.0%
From:								
10. Technical	87,000	4.5%	63,300- 127,000	83,600	4.5%	60,000- 116,200	_____	____
11. Program	485,000	25.1%	361,900- 757,400	481,300	25.9%	361,400- 677,900	_____	____
12. Selling[c]	626,100	32.4%	467,500- 986,700	618,900	33.3%	462,600- 959,300	_____	____
13. General & Administrative	734,300	38.0%	540,400- 998,300	674,600	36.3%	533,000- 920,400	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 743,800	100.0%	$ 636,600-$ 1,135,300	$ 727,900	100.0%	$ 634,000- $ 1,123,000	_____	100.0%
From:								
15. Technical	38,700	5.2%	27,300- 59,200	37,800	5.2%	27,200- 56,100	_____	____
16. Program	274,400	36.9%	226,500- 434,100	259,900	35.7%	216,300- 397,000	_____	____
17. Selling	298,300	40.1%	253,100- 396,400	294,100	40.4%	251,000- 394,600	_____	____
18. General & Administrative	132,400	17.8%	105,000- 189,500	136,100	18.7%	105,100- 190,900	_____	____
19. Cost of Outside News Service	$ 13,000		$ 6,800-$ 22,500	$ 12,100		$ 6,500- $ 21,400	_____	
20. Music License Fees	$ 70,200		$ 60,500-$ 93,900	$ 73,500		$ 60,900- $ 98,900	_____	
21. Depreciation & Amortization	$ 79,900		$ 42,000-$ 143,500	$ 79,800		$ 38,700- $ 122,500	_____	
22. Interest	$ 0		$ 0-$ 3,900	$ 0		$ 0- $ 5,300	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 792,700		$ 464,800-$ 1,492,900	$ 909,100		$ 550,800- $ 1,527,400	_____	
24. FULLTIME EMPLOYMENT	27		22- 33	26		23- 33	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 71 FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($1 million - $2 million)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (64) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (48) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		17.24%	(0.26%)-31.75%		21.76%	15.62%- 35.90%		___%
2. TOTAL TIME SALES	$ 1,594,300	100.0%	$ 1,284,300-$ 1,894,500	$ 1,651,100	100.0%	$ 1,374,400- $ 1,953,900	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 15,600	0	0.0%	0- 22,000	_____	____
4. National & Regional Advertisers	408,100	25.6%	272,200- 510,600	429,300	26.0%	314,600- 551,700	_____	____
5. Local Advertisers	1,186,200	74.4%	955,900- 1,414,700	1,221,800	74.0%	955,900- 1,479,500	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,333,500		$ 1,108,300-$ 1,697,700	$ 1,383,800		$ 1,180,600- $ 1,705,000	_____	
7. Non Broadcast Revenue	2,200		0- 14,100	2,000		0- 15,900	_____	
8. Trade-outs & Barter	65,100		23,300- 122,400	63,100		22,300- 113,900	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,103,600	100.0%	$ 956,600-$ 1,517,900	$ 1,082,700	100.0%	$ 819,300- $ 1,279,900	_____	100.0%
From:								
10. Technical	59,600	5.4%	43,200- 84,200	53,100	4.9%	38,700- 78,300	_____	____
11. Program	262,600	23.8%	212,400- 312,200	262,000	24.2%	198,600- 299,600	_____	____
12. Selling[c]	388,500	35.2%	266,800- 542,000	388,700	35.9%	237,900- 499,600	_____	____
13. General & Administrative	392,900	35.6%	285,300- 553,600	378,900	35.0%	260,000- 490,800	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 443,800	100.0%	$ 376,300-$ 585,300	$ 438,000	100.0%	$ 350,400- $ 570,900	_____	100.0%
From:								
15. Technical	26,600	6.0%	18,300- 33,500	25,400	5.8%	16,900- 33,300	_____	____
16. Program	147,300	33.2%	127,200- 195,600	145,800	33.3%	109,600- 185,500	_____	____
17. Selling	189,100	42.6%	160,600- 245,100	196,700	44.9%	156,800- 258,500	_____	____
18. General & Administrative	80,800	18.2%	44,800- 111,500	70,100	16.0%	41,600- 103,200	_____	____
19. Cost of Outside News Service	$ 6,600		$ 3,200-$ 10,000	$ 5,200		$ 2,000- $ 8,400	_____	
20. Music License Fees	$ 34,000		$ 28,700-$ 44,100	$ 34,200		$ 28,900- $ 44,100	_____	
21. Depreciation & Amortization	$ 50,600		$ 31,500-$ 103,000	$ 42,700		$ 26,600- $ 83,700	_____	
22. Interest	$ 0		$ 0-$ 19,900	$ 0		$ 0- $ 11,300	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 229,900		$ (3,300)-$ 434,200	$ 301,100		$ 176,000- $ 467,500	_____	
24. FULLTIME EMPLOYMENT	21		17- 24	20		13- 24	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 72 FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($500,000 - $1 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (73)			PROFIT-ONLY STATIONS (47)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		9.94%	(14.28%)-22.95%		20.62%	10.43%- 33.02%		___%
2. TOTAL TIME SALES	$ 822,000	100.0%	$ 660,900-$ 903,600	$ 822,000	100.0%	$ 651,400- $ 909,100		100.0%
From:								
3. Network Compensation	0	0.0%	0- 2,800	0	0.0%	0- 5,000		
4. National & Regional Advertisers	161,100	19.6%	97,400- 233,700	166,900	20.3%	99,400- 238,700		
5. Local Advertisers	660,900	80.4%	532,100- 720,000	655,100	79.7%	505,600- 713,300		
6. TOTAL BROADCAST REVENUE[b]	$ 731,700		$ 626,300-$ 828,100	$ 746,400		$ 628,100- $ 841,000		
7. Non Broadcast Revenue	3,100		0- 11,500	2,000		0- 11,700		
8. Trade-outs & Barter	31,800		5,800- 69,600	28,700		4,400- 55,400		
9. TOTAL BROADCAST EXPENSE	$ 659,000	100.0%	$ 510,700-$ 889,400	$ 592,500	100.0%	$ 467,600- $ 660,800		100.0%
From:								
10. Technical	37,500	5.7%	23,300- 56,800	31,400	5.3%	20,700- 40,800		
11. Program	162,800	24.7%	112,300- 217,000	147,500	24.9%	97,000- 178,000		
12. Selling[c]	186,500	28.3%	137,000- 252,000	163,000	27.5%	121,400- 206,500		
13. General & Administrative	272,200	31.3%	191,200- 364,500	250,600	42.3%	162,500- 291,200		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 321,700	100.0%	$ 253,000-$ 360,100	$ 294,800	100.0%	$ 233,000- $ 332,900		100.0%
From:								
15. Technical	13,800	4.3%	8,000- 21,600	12,100	4.1%	6,700- 17,000		
16. Program	105,500	32.8%	68,700- 133,400	90,200	30.6%	62,300- 114,700		
17. Selling	124,800	38.8%	92,500- 146,400	121,500	41.2%	87,100- 130,800		
18. General & Administrative	77,600	24.1%	38,900- 93,600	71,000	24.1%	27,300- 99,500		
19. Cost of Outside News Service	$ 5,000		$ 2,400-$ 7,000	$ 4,700		$ 1,900- $ 6,000		
20. Music License Fees	$ 19,200		$ 14,600-$ 23,100	$ 19,500		$ 15,500- $ 23,300		
21. Depreciation & Amortization	$ 30,300		$ 19,000-$ 59,500	$ 24,100		$ 12,900- $ 37,300		
22. Interest	$ 100		$ 0-$ 10,100	$ 600		$ 0- $ 12,400		
23. PROFIT (Before Federal income tax)	$ 72,700		$ (113,100)-$ 197,900	$ 153,900		$ 65,500- $ 220,000		
24. FULLTIME EMPLOYMENT	15		12- 19	14		11- 18		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

NATIONAL ASSOCIATION OF BROADCASTERS

TABLE 73 FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($250,000 - $500,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (75) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (37) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(0.13%)	(21.45%)-11.29%		11.29%	5.72%- 22.63%		___%
2. TOTAL TIME SALES	$ 393,600	100.0%	$ 310,400-$ 470,400	$ 393,000	100.0%	$ 298,200- $ 467,700	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	45,700	11.6%	15,800- 81,200	35,400	9.0%	9,700- 63,500	_____	____
5. Local Advertisers	347,900	88.4%	264,400- 417,400	357,600	91.0%	275,100- 407,300	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 380,000		$ 304,200-$ 453,300	$ 380,000		$ 292,300- $ 450,200	_____	
7. Non Broadcast Revenue	1,200		0- 7,800	400		0- 4,400	_____	
8. Trade-outs & Barter	18,500		7,900- 37,100	19,000		3,400- 33,100	_____	
9. TOTAL BROADCAST EXPENSE	$ 380,500	100.0%	$ 309,600-$ 480,400	$ 337,100	100.0%	$ 259,000- $ 387,600	_____	100.0%
From:								
10. Technical	24,700	6.5%	13,400- 38,400	22,900	6.8%	11,100- 33,100	_____	____
11. Program	103,900	27.3%	74,700- 127,400	96,800	28.7%	61,800- 116,000	_____	____
12. Selling[c]	93,600	24.6%	67,800- 118,700	77,200	22.9%	54,200- 89,600	_____	____
13. General & Administrative	158,300	41.6%	117,900- 226,500	140,200	41.6%	94,700- 150,500	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 172,100	100.0%	$ 148,300-$ 217,700	$ 165,900	100.0%	$ 136,600- $ 183,200	_____	100.0%
From:								
15. Technical	8,100	4.7%	4,300- 15,000	7,500	4.5%	3,700- 12,100	_____	____
16. Program	62,800	36.5%	49,400- 87,100	56,100	33.8%	35,600- 79,800	_____	____
17. Selling	61,300	35.6%	51,000- 82,600	60,700	36.6%	43,700- 70,900	_____	____
18. General & Administrative	39,900	23.2%	22,400- 54,100	41,600	25.1%	23,900- 49,200	_____	____
19. Cost of Outside News Service	$ 4,400		$ 1,800-$ 6,500	$ 4,300		$ 1,600- $ 6,100	_____	
20. Music License Fees	$ 8,300		$ 6,700-$ 11,300	$ 8,300		$ 7,000- $ 10,600	_____	
21. Depreciation & Amortization	$ 20,100		$ 11,200-$ 34,400	$ 14,600		$ 7,900- $ 22,100	_____	
22. Interest	$ 5,700		$ 0-$ 26,000	$ 700		$ 0- $ 13,500	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ (500)		$ (78,900)-$ 38,000	$ 42,900		$ 18,000- $ 72,300	_____	
24. FULLTIME EMPLOYMENT	11		7- 13	10		6- 12	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 74 FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($150,000 - $250,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (49) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (14) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(6.36%)	(52.23%)-6.61%		15.16%	9.48%- 26.08%		___%
2. TOTAL TIME SALES	$ 189,900	100.0%	$ 168,800-$ 211,300	$ 187,100	100.0%	$ 161,600- $ 210,300	_____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	8,000	4.2%	0- 25,400	20,000	10.7%	1,200- 41,700	_____	____
5. Local Advertisers	181,900	95.8%	154,600- 203,000	167,100	89.3%	145,700- 195,600	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 191,000		$ 170,600-$ 213,200	$ 190,500		$ 164,000- $ 216,700	_____	
7. Non Broadcast Revenue	600		0- 8,200	400		0- 10,900	_____	
8. Trade-outs & Barter	8,900		500- 18,300	4,900		0- 12,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 203,100	100.0%	$ 170,200-$ 276,300	$ 161,600	100.0%	$ 136,900- $ 178,200	_____	100.0%
From:								
10. Technical	11,200	5.5%	6,900- 20,000	11,500	7.1%	4,900- 17,600	_____	____
11. Program	59,300	29.2%	49,400- 88,500	62,200	38.5%	33,000- 74,700	_____	____
12. Selling[c]	40,000	19.7%	22,800- 54,700	20,800	12.9%	16,000- 39,900	_____	____
13. General & Administrative	92,600	45.6%	68,300- 140,900	67,100	41.5%	36,500- 76,500	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 90,700	100.0%	$ 82,000-$ 122,000	$ 86,200	100.0%	$ 54,700- $ 90,500	_____	100.0%
From:								
15. Technical	4,000	4.4%	200- 7,300	4,100	4.8%	600- 7,300	_____	____
16. Program	37,400	41.2%	27,600- 61,400	40,500	47.0%	12,800- 46,000	_____	____
17. Selling	28,200	31.1%	18,400- 40,200	20,900	24.2%	9,300- 25,700	_____	____
18. General & Administrative	21,100	23.3%	14,300- 35,700	20,700	24.0%	9,600- 30,400	_____	____
19. Cost of Outside News Service	$ 5,200		$ 3,200-$ 7,700	$ 5,100		$ 3,600- $ 9,500	_____	
20. Music License Fees	$ 4,600		$ 3,900-$ 5,900	$ 4,900		$ 3,700- $ 6,800	_____	
21. Depreciation & Amortization	$ 14,800		$ 7,500-$ 24,600	$ 10,200		$ 5,100- $ 12,900	_____	
22. Interest	$ 7,900		$ 0-$ 17,500	$ 2,000		$ 0- $ 8,700	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ (12,100)		$ (93,900)-$ 10,800	$ 28,900		$ 18,200- $ 52,600	_____	
24. FULLTIME EMPLOYMENT	7		5- 11	6		4- 8	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 75 FM REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 (Under $150,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (33) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT-ONLY STATIONS (10) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(22.12%)	(139.74%)-3.67%		11.60%	3.67%- 36.85%		%
2. TOTAL TIME SALES	$ 122,100	100.0%	$ 83,500-$ 138,700	$ 109,400	100.0%	$ 40,400- $ 140,500		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	8,700	7.1%	1,400- 19,200	4,800	4.4%	300- 14,500		
5. Local Advertisers	113,400	92.9%	72,600- 132,600	104,600	95.6%	39,400- 122,500		
6. TOTAL BROADCAST REVENUE[b]	$ 107,500		$ 75,900-$ 132,200	$ 108,900		$ 49,200- $ 140,300		
7. Non Broadcast Revenue	100		0- 3,100	0		0- 2,000		
8. Trade-outs & Barter	1,700		0- 8,200	1,100		0- 5,200		
9. TOTAL BROADCAST EXPENSE	$ 131,300	100.0%	$ 99,900-$ 212,400	$ 96,300	100.0%	$ 47,500- $ 110,400		100.0%
From:								
10. Technical	8,300	6.3%	4,100- 18,600	10,600	11.0%	3,000- 12,500		
11. Program	36,800	28.0%	27,400- 68,000	34,700	36.0%	7,700- 44,100		
12. Selling[c]	19,900	15.2%	9,400- 36,300	16,400	17.1%	6,300- 23,000		
13. General & Administrative	66,300	50.5%	38,700- 108,500	34,600	35.9%	22,800- 44,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 61,800	100.0%	$ 41,100-$ 104,000	$ 58,800	100.0%	$ 17,000- $ 64,900		100.0%
From:								
15. Technical	2,900	4.7%	300- 8,100	3,400	5.8%	600- 5,400		
16. Program	24,900	40.3%	14,100- 41,700	22,800	38.8%	2,500- 26,000		
17. Selling	14,200	23.0%	5,000- 22,500	16,400	27.8%	5,800- 19,200		
18. General & Administrative	19,800	32.0%	8,500- 37,900	16,200	27.6%	400- 18,300		
19. Cost of Outside News Service	$ 4,700		$ 1,200-$ 7,800	$ 2,300		$ 500- $ 7,600		
20. Music License Fees	$ 2,600		$ 2,200-$ 4,000	$ 2,500		$ 1,000- $ 3,400		
21. Depreciation & Amortization	$ 9,400		$ 4,400-$ 23,700	$ 6,100		$ 3,900- $ 9,700		
22. Interest	$ 900		$ 0-$ 10,700	$ 0		$ 0- $ 4,000		
23. PROFIT (Before Federal income tax)	$ (23,800)		$ (103,900)-$ 2,500	$ 12,600		$ 2,500- $ 40,600		
24. FULLTIME EMPLOYMENT	5		3- 7	5		3- 6		

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 76 **CLASS 1-A 50 kw STATIONS, NATIONWIDE**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (12)			PROFIT-ONLY STATIONS (11)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		25.37%	8.67%-34.37%		25.96%	10.36%- 35.00%		___%
2. TOTAL TIME SALES	$ 5,262,900	100.0%	$ 3,036,600-$ 10,499,100	$ 6,836,300	100.0%	$ 3,022,800- $11,119,700	_____	100.0%
From:								
3. Network Compensation	126,300	2.4%	55,000- 219,900	170,900	2.5%	55,100- 239,000	_____	____
4. National & Regional Advertisers	2,168,300	41.2%	852,400- 3,586,200	3,267,800	47.8%	801,500- 3,590,700	_____	____
5. Local Advertisers	2,968,300	56.4%	2,122,700- 6,758,600	3,397,600	49.7%	2,090,900- 7,428,800	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 4,385,100		$ 2,567,600-$ 8,711,700	$ 5,600,900		$ 2,534,400- $ 9,156,900	_____	
7. Non Broadcast Revenue	1,400		0- 35,500	2,700		0- 46,300	_____	
8. Trade-outs & Barter	138,200		31,400- 641,100	128,100		28,200- 713,300	_____	
9. TOTAL BROADCAST EXPENSE	$ 3,272,600	100.0%	$ 2,423,200-$ 5,884,300	$ 4,146,900	100.0%	$ 2,357,500- $ 5,951,800	_____	100.0%
From:								
10. Technical	271,600	8.3%	183,600- 391,100	381,500	9.2%	113,500- 416,500	_____	____
11. Program	1,135,600	34.7%	957,300- 1,928,700	1,335,300	32.2%	938,000- 2,000,900	_____	____
12. Selling[c]	674,200	20.6%	427,100- 1,431,100	870,900	21.0%	309,200- 1,468,000	_____	____
13. General & Administrative	1,191,200	36.4%	726,300- 1,900,800	1,559,200	37.6%	680,100- 1,904,200	_____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,222,300	100.0%	$ 1,100,100-$ 2,176,700	$ 1,871,500	100.0%	$ 1,119,100- $ 2,227,233	_____	100.0%
From:								
15. Technical	156,500	12.8%	69,800- 248,000	263,900	14.1%	33,300- 255,400	_____	____
16. Program	612,400	50.1%	580,700- 1,192,400	913,300	48.8%	574,000- 1,200,000	_____	____
17. Selling	298,200	24.4%	195,100- 480,400	454,800	24.3%	209,300- 566,700	_____	____
18. General & Administrative	155,200	12.7%	117,500- 274,800	239,500	12.8%	114,600- 297,200	_____	____
19. Cost of Outside News Service	$ 58,100		$ 36,200-$ 119,800	$ 68,800		$ 27,500- $ 119,800	_____	
20. Music License Fees	$ 118,400		$ 75,200-$ 227,000	$ 141,400		$ 74,900- $ 227,800	_____	
21. Depreciation & Amortization	$ 141,400		$ 73,300-$ 320,700	$ 124,400		$ 71,000- $ 318,600	_____	
22. Interest	$ 0		$ 0-$ 7,800	$ 0		$ 0- $ 10,200	_____	
							_____	
23. PROFIT (Before Federal income tax)	$ 1,112,500		$ 212,400-$ 2,991,000	$ 1,454,000		$ 247,900- $ 3,038,300	_____	
24. FULLTIME EMPLOYMENT	52		40- 63	53		35- 64	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 77

1981 FULLTIME EMPLOYMENT YARDSTICKS

Station Grouping	Market Size	Population Range	Typical Fulltime Employment	Middle 50% Range	Total Payroll as Percent of Net Revenues	Total Payroll as Percent of Total Expenses	Productivity Quotient[a]	Efficiency Quotient[b]	Net Per Fulltime Employee
ALL STATIONS	1*	Over 2.5 million	33	25-44	34.7%	42.2%	$87,000	$71,400	$15,600
	1**	Over 2.5 million	13	8-15	53.0	49.6	36,400	38,900	(2,500)
	2	1 - 2.5 million	22	15-35	40.4	44.5	63,200	57,400	5,800
	3	500,000 - 1 million	19	12-30	41.4	44.5	43,800	40,700	3,100
	4	250,000 - 500,000	16	10-22	48.0	48.3	34,700	34,400	300
	5	100,000 - 250,000	15	10-20	48.3	49.3	32,000	31,300	700
	6	25,000 - 100,000	13	8-19	47.0	49.2	31,900	30,400	1,500
	7	10,000 - 25,000	11	8-15	49.6	51.2	30,600	29,700	900
	8	Under 10,000	7	5-10	49.9	50.5	28,600	28,300	300
FULLTIME AM STATIONS	1	Over 2.5 million	44	30-64	34.4	40.6	88,800	75,300	13,500
	2	1 - 2.5 million	34	28-41	37.7	43.0	69,000	60,600	8,400
	3	500,000 - 1 million	24	16-32	46.6	47.9	34,200	33,200	1,000
	4	250,000 - 500,000	18	14-23	49.9	48.5	36,600	37,600	(1,000)
	5	100,000 - 250,000	16	13-19	51.6	52.2	32,000	31,600	400
	6	25,000 - 100,000	15	11-20	50.9	53.7	28,800	27,300	1,500
	7	10,000 - 25,000	11	8-13	47.0	48.2	32,500	31,700	800
	8	Under 10,000	7	4-10	51.5	51.2	24,400	24,600	(200)
AM/FM STATIONS	1	Over 2.5 million	34	25-41	44.2	46.6	66,600	63,100	3,500
	2	1 - 2.5 million	25	14-42	46.3	50.4	75,800	69,600	6,200
	3	500,000 - 1 million	24	18-33	36.5	40.8	55,600	49,700	5,900
	4	250,000 - 500,000	20	15-29	47.2	48.6	39,900	38,800	1,100
	5	100,000 - 250,000	21	17-25	47.2	48.8	31,900	30,800	1,100
	6	25,000 - 100,000	19	16-25	46.1	48.3	25,700	24,600	1,100
	7	10,000 - 25,000	14	10-18	50.4	53.0	31,400	29,900	1,500
	8	Under 10,000	9	6-12	52.0	53.3	28,300	27,600	700
DAYTIME STATIONS	1	Over 1 million	10	6-14	59.4	60.4	36,400	35,900	500
	2	100,000 - 1 million	7	5-9	48.0	45.8	25,800	27,000	(1,200)
	3	10,000 - 100,000	8	7-11	49.1	50.2	30,400	29,800	600
	4	Under 10,000	5	4-7	50.9	50.6	26,300	26,400	(100)
FM STATIONS	1	Over 2.5 million	25	21-32	31.6	36.4	92,500	80,300	12,200
	2	1 - 2.5 million	19	15-23	33.5	39.6	64,200	54,400	9,800
	3	500,000 - 1 million	15	10-21	36.9	45.0	54,900	45,000	9,900
	4	200,000 - 500,000	12	7-18	45.8	49.1	39,600	37,000	2,600
	5	50,000 - 200,000	10	5-14	44.2	44.8	37,700	37,200	500
	6	Under 50,000	8	5-12	48.6	48.3	26,700	26,800	(100)
CLASS 1-A 50 KW STATIONS		NATIONWIDE	52	40-63	27.9	37.4	84,300	62,900	21,400

*Stations with revenue over $1,000,000.
**Stations with revenue under $1,000,000.

[a]Net revenues per fulltime employee.
[b]Operating cost per fulltime employee

PART IV. NATIONWIDE FINANCIAL YARDSTICKS BY FORMAT

The following statistical tables have been compiled by type of station and format. The commonly reported formats are: MOR (middle of the road), AOR (album oriented rock), Top 40, Beautiful Music, Country, Religious, and News/Talk. In the AM/FM category, where sufficient associated stations reported two identical formats, the data is displayed as a combined format. Other formats not mentioned are included in the above formats, and are as follows:

MOR	adult, adult contemporary, bright, uptempo, good or easy listening, standards, entertainment and conservative
AOR	progressive, underground, hard rock, folk, alternative, free form, progressive rock
Top 40	contemporary, rock, request, popular, hit parade
Beautiful Music	good music, instrumental
Country	country and western, bluegrass
Religious	gospel, sacred, christian, inspirational
News/Talk	news, talk, discussion, interview, personality, informational

TABLE 78 FULLTIME AM STATIONS, NATIONWIDE MOR FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (217) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		4.95%	(8.88%)-16.89%		____%
2. TOTAL TIME SALES	$ 539,200	100.0%	$ 337,500-$ 1,222,100	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 10,700	_____	____
4. National & Regional Advertisers	69,600	12.9%	28,000- 283,200	_____	____
5. Local Advertisers	469,600	87.1%	283,600- 981,800	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 526,900		$ 341,400-$ 1,138,100	_____	
7. Non Broadcast Revenue	2,300		0- 11,100	_____	
8. Trade-outs & Barter	21,300		3,600- 54,800	_____	
9. TOTAL BROADCAST EXPENSE	$ 500,800	100.0%	$ 333,700-$ 1,058,100	_____	100.0%
From:					
10. Technical	29,000	5.8%	16,000- 66,300	_____	____
11. Program	141,700	28.3%	94,900- 335,000	_____	____
12. Selling[c]	112,700	22.5%	61,900- 274,300	_____	____
13. General & Administrative	217,400	43.4%	137,100- 423,800	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 241,400	100.0%	$ 172,600-$ 503,200	_____	100.0%
From:					
15. Technical	13,300	5.5%	5,300- 33,400	_____	____
16. Program	95,600	39.6%	65,900- 202,600	_____	____
17. Selling	80,600	33.4%	48,100- 170,900	_____	____
18. General & Administrative	51,900	21.5%	38,500- 103,800	_____	____
19. Cost of Outside News Service	$ 8,000		$ 5,300-$ 13,100	_____	
20. Music License Fees	$ 12,900		$ 8,500-$ 28,000	_____	
21. Depreciation & Amortization	$ 28,300		$ 12,400-$ 55,500	_____	
22. Interest	$ 500		$ 0-$ 12,400	_____	
23. PROFIT (Before Federal income tax)	$ 26,100		$ (32,200)-$ 141,200	_____	
24. FULLTIME EMPLOYMENT	17		11- 27	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 79 FULLTIME AM STATIONS, NATIONWIDE TOP 40 FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (23) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		6.51%	(3.14%)-17.02%		____%
2. TOTAL TIME SALES	$ 519,600	100.0%	$ 310,900-$ 748,200	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 1,500	_____	_____
4. National & Regional Advertisers	54,600	10.5%	27,500- 104,500	_____	_____
5. Local Advertisers	465,000	89.5%	247,400- 655,800	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 491,200		$ 310,900-$ 767,300	_____	
7. Non Broadcast Revenue	4,800		400- 9,500	_____	
8. Trade-outs & Barter	15,200		5,800- 37,100	_____	
9. TOTAL BROADCAST EXPENSE	$ 459,200	100.0%	$ 323,000-$ 701,800	_____	100.0%
From:					
10. Technical	17,400	3.8%	10,100- 49,700	_____	_____
11. Program	120,300	26.2%	79,600- 190,900	_____	_____
12. Selling[c]	119,900	26.1%	66,100- 140,000	_____	_____
13. General & Administrative	201,600	43.9%	148,000- 403,000	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 245,200	100.0%	$ 125,100-$ 314,200	_____	100.0%
From:					
15. Technical	9,600	3.9%	3,900- 13,400	_____	_____
16. Program	98,800	40.3%	53,600- 148,100	_____	_____
17. Selling	76,500	31.2%	43,100- 100,000	_____	_____
18. General & Administrative	60,300	24.6%	30,700- 86,500	_____	_____
19. Cost of Outside News Service	$ 6,500		$ 4,600-$ 8,900	_____	
20. Music License Fees	$ 12,000		$ 6,100-$ 14,700	_____	
21. Depreciation & Amortization	$ 31,000		$ 14,000-$ 43,100	_____	
22. Interest	$ 6,900		$ 100-$ 17,300	_____	
23. PROFIT (Before Federal income tax)	$ 32,000		$ (5,500)-$ 84,700	_____	
24. FULLTIME EMPLOYMENT	17		11- 22	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 80 FULLTIME AM STATIONS, NATIONWIDE COUNTRY FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (83) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		(1.71%)	(20.81%)-11.62%		____%
2. TOTAL TIME SALES	$ 565,700	100.0%	$ 212,400-$ 1,318,800	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 14,400	_____	____
4. National & Regional Advertisers	84,300	14.9%	20,000- 303,100	_____	____
5. Local Advertisers	481,400	85.1%	172,800- 886,500	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 541,400		$ 208,500-$ 1,165,500	_____	
7. Non Broadcast Revenue	400		0- 8,000	_____	
8. Trade-outs & Barter	25,600		4,100- 69,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 550,700	100.0%	$ 231,400-$ 962,600	_____	100.0%
From:					
10. Technical	28,600	5.2%	10,500- 66,400	_____	____
11. Program	144,300	26.2%	74,600- 301,500	_____	____
12. Selling[c]	149,800	27.2%	36,600- 262,100	_____	____
13. General & Administrative	228,000	41.4%	118,500- 400,600	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 239,100	100.0%	113,600-$ 433,700	_____	100.0%
From:					
15. Technical	11,500	4.8%	3,000- 24,000	_____	____
16. Program	101,600	42.5%	44,100- 190,800	_____	____
17. Selling	72,200	30.2%	30,200- 162,100	_____	____
18. General & Administrative	53,800	22.5%	27,100- 97,600	_____	____
19. Cost of Outside News Service	$ 7,100		$ 5,100-$ 12,200	_____	
20. Music License Fees	$ 13,900		$ 5,300-$ 31,300	_____	
21. Depreciation & Amortization	$ 30,800		$ 14,800-$ 62,000	_____	
22. Interest	$ 2,200		$ 0-$ 27,500	_____	
23. PROFIT (Before Federal income tax)	$ (9,300)		$ (72,200)-$ 76,600	_____	
24. FULLTIME EMPLOYMENT	16		8- 24	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 81 FULLTIME AM STATIONS, NATIONWIDE NEWS/TALK FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (48) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		0.83%	(24.20%)-17.15%		____%
2. TOTAL TIME SALES	$ 1,890,200	100.0%	$ 626,000-$ 4,371,600	_____	100.0%
From:					
3. Network Compensation	58,600	3.1%	11,100- 127,200	_____	_____
4. National & Regional Advertisers	517,900	27.4%	72,800- 1,396,900	_____	_____
5. Local Advertisers	1,313,700	69.5%	556,700- 2,841,300	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 1,654,700		$ 600,300-$ 3,621,700	_____	
7. Non Broadcast Revenue	2,400		100- 15,800	_____	
8. Trade-outs & Barter	89,800		44,000- 260,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 1,641,000	100.0%	$ 693,900-$ 3,924,000	_____	100.0%
From:					
10. Technical	88,600	5.4%	38,300- 244,400	_____	_____
11. Program	641,600	39.1%	197,800- 1,425,900	_____	_____
12. Selling[c]	346,300	21.1%	143,400- 698,700	_____	_____
13. General & Administrative	564,500	34.4%	294,400- 917,200	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 774,900	100.0%	$ 378,700-$ 1,599,900	_____	100.0%
From:					
15. Technical	41,100	5.3%	19,900- 174,000	_____	_____
16. Program	420,000	54.2%	159,100- 773,400	_____	_____
17. Selling	193,700	25.0%	103,800- 358,400	_____	_____
18. General & Administrative	120,100	15.5%	79,300- 236,800	_____	_____
19. Cost of Outside News Service	$ 30,200		$ 12,000-$ 61,200	_____	
20. Music License Fees	$ 14,300		$ 8,700-$ 37,600	_____	
21. Depreciation & Amortization	$ 74,200		$ 22,100-$ 149,600	_____	
22. Interest	$ 0		$ 0-$ 13,300	_____	
23. PROFIT (Before Federal income tax)	$ 13,700		$ (176,300)-$ 589,800	_____	
24. FULLTIME EMPLOYMENT	36		20- 53	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 82 FULLTIME AM STATIONS, NATIONWIDE OLDIES FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (17) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		(33.73%)	(65.28%)-1.33%		____%
2. TOTAL TIME SALES	$ 579,600	100.0%	$ 296,600-$ 1,349,000	_____	100.0%
From:					
3. Network Compensation	4,600	0.8%	1,500- 23,300	_____	_____
4. National & Regional Advertisers	62,600	10.8%	16,600- 241,300	_____	_____
5. Local Advertisers	512,400	88.4%	233,700- 1,047,100	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 545,700		$ 279,400-$ 1,192,600	_____	
7. Non Broadcast Revenue	2,400		0- 14,800	_____	
8. Trade-outs & Barter	53,600		14,100- 110,100	_____	
9. TOTAL BROADCAST EXPENSE	$ 729,800	100.0%	$ 453,100-$ 1,686,100	_____	100.0%
From:					
10. Technical	43,100	5.9%	24,500- 72,100	_____	_____
11. Program	218,900	30.0%	98,100- 456,200	_____	_____
12. Selling[c]	215,300	29.5%	111,400- 312,900	_____	_____
13. General & Administrative	252,500	34.6%	177,900- 642,000	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 373,900	100.0%	$ 173,800-$ 521,500	_____	100.0%
From:					
15. Technical	21,300	5.7%	9,300- 36,000	_____	_____
16. Program	166,800	44.6%	64,600- 262,900	_____	_____
17. Selling	102,800	27.5%	48,600- 146,400	_____	_____
18. General & Administrative	83,000	22.2%	49,300- 89,600	_____	_____
19. Cost of Outside News Service	$ 7,700		$ 3,500-$ 11,200	_____	
20. Music License Fees	$ 17,600		$ 5,200-$ 37,500	_____	
21. Depreciation & Amortization	$ 48,000		$ 16,400-$ 116,100	_____	
22. Interest	$ 4,000		$ 0-$ 53,600	_____	
23. PROFIT (Before Federal income tax)	$ (184,100)		$ (477,800)-$ 4,600	_____	
24. FULLTIME EMPLOYMENT	18		14- 28	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 83 AM/FM STATIONS, NATIONWIDE MOR FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (81) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		2.54%	(3.66%)-11.78%		____%
2. TOTAL TIME SALES	$ 355,300	100.0%	$ 228,400-$ 587,200	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	34,800	9.8%	13,300- 72,000	_____	____
5. Local Advertisers	320,500	90.2%	205,000- 516,900	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 351,300		$ 231,300-$ 576,700	_____	
7. Non Broadcast Revenue	1,300		0- 7,100	_____	
8. Trade-outs & Barter	4,700		0- 21,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 342,400	100.0%	$ 229,000-$ 541,200	_____	100.0%
From:					
10. Technical	22,600	6.6%	11,200- 42,100	_____	____
11. Program	102,000	29.8%	63,700- 161,400	_____	____
12. Selling[c]	66,800	19.5%	37,800- 118,900	_____	____
13. General & Administrative	151,000	44.1%	102,700- 239,700	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 173,800	100.0%	$ 119,400-$ 310,300	_____	100.0%
From:					
15. Technical	9,200	5.3%	3,900- 17,500	_____	____
16. Program	71,300	41.0%	42,600- 124,900	_____	____
17. Selling	46,400	26.7%	31,800- 93,100	_____	____
18. General & Administrative	46,900	27.0%	32,800- 77,100	_____	____
19. Cost of Outside News Service	$ 8,000		$ 5,900-$ 10,900	_____	
20. Music License Fees	$ 9,100		$ 6,100-$ 13,900	_____	
21. Depreciation & Amortization	$ 17,000		$ 8,000-$ 36,200	_____	
22. Interest	$ 3,000		$ 0-$ 16,100	_____	
23. PROFIT (Before Federal income tax)	$ 8,900		$ (12,700)-$ 43,100	_____	
24. FULLTIME EMPLOYMENT	12		8- 19	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 84 AM/FM STATIONS, NATIONWIDE TOP 40 FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (14) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		0.53%	(18.87%)-5.74%		____%
2. TOTAL TIME SALES	$ 406,400	100.0%	$ 207,400-$ 603,400	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 2,400	_____	____
4. National & Regional Advertisers	21,500	5.3%	2,900- 78,700	_____	____
5. Local Advertisers	384,900	94.7%	180,100- 580,500	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 394,300		$ 185,300-$ 584,100	_____	
7. Non Broadcast Revenue	700		0- 9,100	_____	
8. Trade-outs & Barter	8,500		200- 38,500	_____	
9. TOTAL BROADCAST EXPENSE	$ 392,200	100.0%	$ 242,600-$ 557,900	_____	100.0%
From:					
10. Technical	24,700	6.3%	11,600- 59,900	_____	____
11. Program	111,800	28.5%	62,900- 169,200	_____	____
12. Selling[c]	87,800	22.4%	33,000- 129,700	_____	____
13. General & Administrative	167,900	42.8%	87,400- 254,300	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 229,000	100.0%	$ 108,700-$ 293,200	_____	100.0%
From:					
15. Technical	8,900	3.9%	4,600- 16,900	_____	____
16. Program	100,500	43.9%	43,900- 117,100	_____	____
17. Selling	60,000	26.2%	19,400- 81,000	_____	____
18. General & Administrative	59,600	26.0%	26,600- 78,400	_____	____
19. Cost of Outside News Service	$ 8,000		$ 5,200-$ 11,400	_____	
20. Music License Fees	$ 9,300		$ 6,500-$ 15,100	_____	
21. Depreciation & Amortization	$ 27,800		$ 9,400-$ 53,000	_____	
22. Interest	$ 6,500		$ 0-$ 31,600	_____	
23. PROFIT (Before Federal income tax)	$ 2,100		$ (50,300)-$ 26,500	_____	
24. FULLTIME EMPLOYMENT	14		9- 19	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 85 AM/FM STATIONS, NATIONWIDE COUNTRY FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (55)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		5.75%	(3.25%)-15.95%		____%
2. TOTAL TIME SALES	$ 306,300	100.0%	$ 168,700-$ 809,600	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	26,600	8.7%	4,400- 95,900	_____	_____
5. Local Advertisers	279,700	91.3%	151,300- 766,100	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 293,700		$ 168,700-$ 767,100	_____	
7. Non Broadcast Revenue	0		0- 2,800	_____	
8. Trade-outs & Barter	4,800		0- 27,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 276,800	100.0%	$ 168,300-$ 732,900	_____	100.0%
From:					
10. Technical	19,600	7.1%	9,000- 44,300	_____	_____
11. Program	67,000	24.2%	44,200- 180,900	_____	_____
12. Selling[c]	54,000	19.5%	24,800- 191,200	_____	_____
13. General & Administrative	136,200	49.2%	80,700- 321,700	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 130,800	100.0%	$ 68,600-$ 338,300	_____	100.0%
From:					
15. Technical	7,300	5.6%	1,200- 18,100	_____	_____
16. Program	41,900	32.0%	28,700- 105,100	_____	_____
17. Selling	38,300	29.3%	17,100- 138,800	_____	_____
18. General & Administrative	43,300	33.1%	22,000- 92,300	_____	_____
19. Cost of Outside News Service	$ 6,500		$ 4,900-$ 8,600	_____	
20. Music License Fees	$ 7,400		$ 4,400-$ 20,900	_____	
21. Depreciation & Amortization	$ 17,900		$ 8,900-$ 36,800	_____	
22. Interest	$ 4,000		$ 0-$ 12,600	_____	
23. PROFIT (Before Federal income tax)	$ 16,900		$ (6,200)-$ 97,300	_____	
24. FULLTIME EMPLOYMENT	11		6- 21	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 86 AM/FM STATIONS, NATIONWIDE MOR AND COUNTRY FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (76) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		2.74%	(6.92%)- 9.96%		____%
2. TOTAL TIME SALES	$ 478,800	100.0%	$ 351,400-$ 731,600	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	55,100	11.5%	20,300- 96,900	_____	____
5. Local Advertisers	423,700	88.5%	309,800- 630,200	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 466,100		$ 351,900-$ 710,600	_____	
7. Non Broadcast Revenue	800		0- 7,200	_____	
8. Trade-outs & Barter	5,700		0- 21,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 453,300	100.0%	$ 306,200-$ 711,200	_____	100.0%
From:					
10. Technical	27,200	6.0%	14,100- 42,900	_____	____
11. Program	123,300	27.2%	86,500- 188,700	_____	____
12. Selling[c]	94,700	20.9%	52,500- 159,200	_____	____
13. General & Administrative	208,100	45.9%	134,800- 292,500	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 229,600	100.0%	$ 170,300-$ 326,300	_____	100.0%
From:					
15. Technical	11,700	5.1%	4,900- 17,600	_____	____
16. Program	85,600	37.3%	58,400- 127,300	_____	____
17. Selling	76,000	33.1%	41,800- 119,300	_____	____
18. General & Administrative	56,300	24.5%	33,300- 88,100	_____	____
19. Cost of Outside News Service	$ 8,600		$ 6,000-$ 11,200	_____	
20. Music License Fees	$ 12,100		$ 8,300-$ 18,600	_____	
21. Depreciation & Amortization	$ 27,200		$ 16,400-$ 60,700	_____	
22. Interest	$ 12,800		$ 1,800-$ 37,100	_____	
23. PROFIT (Before Federal income tax)	$ 12,800		$ (20,200)-$ 65,800	_____	
24. FULLTIME EMPLOYMENT	15		11- 21	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 87 AM/FM STATIONS, NATIONWIDE MOR AND BEAUTIFUL MUSIC FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (24) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		10.02%	1.37%-19.35%		____%
2. TOTAL TIME SALES	$ 591,500	100.0%	$ 406,600-$ 1,008,800	_____	100.0%
From:					
3. Network Compensation	600	0.1%	0- 4,100	_____	____
4. National & Regional Advertisers	73,300	12.4%	28,900- 195,800	_____	____
5. Local Advertisers	517,600	87.5%	354,700- 754,300	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 568,900		$ 418,100-$ 1,029,700	_____	
7. Non Broadcast Revenue	11,400		2,000- 24,000	_____	
8. Trade-outs & Barter	9,700		1,100- 19,300	_____	
9. TOTAL BROADCAST EXPENSE	$ 511,900	100.0%	$ 353,800-$ 860,500	_____	100.0%
From:					
10. Technical	43,000	8.4%	17,700- 57,000	_____	____
11. Program	176,600	34.5%	106,200- 228,000	_____	____
12. Selling[c]	92,100	18.0%	66,300- 195,000	_____	____
13. General & Administrative	200,200	39.1%	143,900- 314,600	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 272,300	100.0%	$ 169,400-$ 451,700	_____	100.0%
From:					
15. Technical	17,100	6.3%	7,000- 28,400	_____	____
16. Program	118,700	43.6%	60,200- 159,900	_____	____
17. Selling	74,100	27.2%	54,500- 136,700	_____	____
18. General & Administrative	62,400	22.9%	37,300- 86,100	_____	____
19. Cost of Outside News Service	$ 7,500		$ 5,100-$ 10,400	_____	
20. Music License Fees	$ 13,000		$ 9,500-$ 25,300	_____	
21. Depreciation & Amortization	$ 21,200		$ 14,800-$ 56,200	_____	
22. Interest	$ 900		$ 0-$ 12,500	_____	
23. PROFIT (Before Federal income tax)	$ 57,000		$ 3,000-$ 133,500	_____	
24. FULLTIME EMPLOYMENT	18		24	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 88 AM/FM STATIONS, NATIONWIDE MORE AND TOP 40 FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (27) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[d]		5.69%	(10.07%)-15.76%		____%
2. TOTAL TIME SALES	$ 798,900	100.0%	$ 441,900-$ 950,200	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 4,500	_____	____
4. National & Regional Advertisers	169,400	21.2%	69,300- 278,900	_____	____
5. Local Advertisers	629,500	78.8%	368,300- 799,900	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 763,000		$ 426,600-$ 860,200	_____	
7. Non Broadcast Revenue	6,000		0- 11,000	_____	
8. Trade-outs & Barter	27,100		6,400- 46,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 719,600	100.0%	$ 447,600-$ 898,100	_____	100.0%
From:					
10. Technical	46,800	6.5%	31,000- 59,800	_____	____
11. Program	200,700	27.9%	123,700- 265,800	_____	____
12. Selling[c]	164,800	22.9%	93,500- 248,000	_____	____
13. General & Administrative	307,300	42.7%	186,600- 374,100	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 380,800	100.0%	$ 211,600-$ 437,300	_____	100.0%
From:					
15. Technical	20,200	5.3%	11,700- 21,000	_____	____
16. Program	142,000	37.3%	80,400- 175,200	_____	____
17. Selling	133,300	35.0%	53,800- 157,500	_____	____
18. General & Administrative	85,300	22.4%	46,400- 105,900	_____	____
19. Cost of Outside News Service	$ 10,200		$ 8,200-$ 13,900	_____	
20. Music License Fees	$ 19,500		$ 11,100-$ 28,800	_____	
21. Depreciation & Amortization	$ 31,700		$ 23,500-$ 56,900	_____	
22. Interest	$ 22,300		$ 400-$ 51,800	_____	
23. PROFIT (Before Federal income tax)	$ 43,400		$ (40,900)-$ 134,600	_____	
24. FULLTIME EMPLOYMENT	21		14- 30	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 89 AM/FM STATIONS, NATIONWIDE COUNTRY AND TOP 40 FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (16) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		5.08%	(0.93%)-11.35%		___%
2. TOTAL TIME SALES	$ 318,100	100.0%	$ 251,600-$ 668,100	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 300	_____	___
4. National & Regional Advertisers	42,600	13.4%	7,900- 88,600	_____	___
5. Local Advertisers	275,500	86.6%	232,100- 585,100	_____	___
6. TOTAL BROADCAST REVENUE[b]	$ 301,700		$ 251,600-$ 659,800	_____	
7. Non Broadcast Revenue	6,500		0- 13,500	_____	
8. Trade-outs & Barter	11,700		300- 16,000	_____	
9. TOTAL BROADCAST EXPENSE	$ 286,400	100.0%	$ 236,200-$ 602,900	_____	100.0%
From:					
10. Technical	22,900	8.0%	19,900- 36,400	_____	___
11. Program	89,900	31.4%	76,800- 170,000	_____	___
12. Selling[c]	60,500	21.1%	42,300- 140,800	_____	___
13. General & Administrative	113,100	39.5%	92,000- 312,300	_____	___
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 122,100	100.0%	$ 131,200-$ 323,900	_____	100.0%
From:					
15. Technical	10,100	8.2%	7,200- 21,500	_____	___
16. Program	53,600	43.9%	48,200- 129,200	_____	___
17. Selling	28,900	23.7%	31,600- 105,000	_____	___
18. General & Administrative	29,500	24.2%	35,300- 71,900	_____	___
19. Cost of Outside News Service	$ 9,300		$ 6,900-$ 12,200	_____	
20. Music License Fees	$ 8,100		$ 6,600-$ 10,200	_____	
21. Depreciation & Amortization	$ 14,200		$ 7,700-$ 42,100	_____	
22. Interest	$ 1,000		$ 0-$ 13,000	_____	
23. PROFIT (Before Federal income tax)	$ 15,300		$ (2,300)-$ 56,900	_____	
24. FULLTIME EMPLOYMENT	12		7- 20	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 90 AM/FM STATIONS, NATIONWIDE BEAUTIFUL MUSIC AND COUNTRY FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (13) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		1.05%	(2.41%)-5.74%		____%
2. TOTAL TIME SALES	$ 406,500	100.0%	$ 268,800-$ 757,600	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 300	_____	____
4. National & Regional Advertisers	50,800	12.5%	24,300- 116,500	_____	____
5. Local Advertisers	355,700	87.5%	241,600- 691,700	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 387,500		$ 264,700-$ 736,800	_____	
7. Non Broadcast Revenue	400		0- 9,600	_____	
8. Trade-outs & Barter	6,100		0- 30,800	_____	
9. TOTAL BROADCAST EXPENSE	$ 383,400	100.0%	$ 227,400-$ 715,400	_____	100.0%
From:					
10. Technical	28,400	7.4%	19,300- 64,700	_____	____
11. Program	103,900	27.1%	77,400- 238,000	_____	____
12. Selling[c]	90,500	23.6%	34,100- 163,300	_____	____
13. General & Administrative	160,600	41.9%	104,800- 300,100	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 221,000	100.0%	$ 125,300-$ 398,900	_____	100.0%
From:					
15. Technical	17,000	7.7%	7,200- 20,000	_____	____
16. Program	82,700	37.4%	54,800- 132,300	_____	____
17. Selling	69,400	31.4%	18,800- 132,000	_____	____
18. General & Administrative	51,900	23.5%	33,200- 101,900	_____	____
19. Cost of Outside News Service	$ 9,300		$ 6,800-$ 13,400	_____	
20. Music License Fees	$ 9,000		$ 7,300-$ 20,100	_____	
21. Depreciation & Amortization	$ 18,400		$ 9,500-$ 27,800	_____	
22. Interest	$ 7,100		$ 600-$ 24,700	_____	
23. PROFIT (Before Federal income tax)	$ 4,100		$ (9,800)-$ 31,200	_____	
24. FULLTIME EMPLOYMENT	13		7- 22	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 91 DAYTIME STATIONS, NATIONWIDE MOR FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (52)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		(0.96%)	(9.45%)-13.61%		____%
2. TOTAL TIME SALES	$ 196,800	100.0%	$ 131,000-$ 298,000	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	10,600	5.4%	0- 36,700	_____	____
5. Local Advertisers	186,200	94.6%	125,900- 262,900	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 186,900		$ 131,800-$ 291,700	_____	
7. Non Broadcast Revenue	0		0- 2,700	_____	
8. Trade-outs & Barter	4,700		100- 14,300	_____	
9. TOTAL BROADCAST EXPENSE	$ 188,700	100.0%	$ 130,800-$ 285,300	_____	100.0%
From:					
10. Technical	10,400	5.5%	6,200- 18,500	_____	____
11. Program	53,200	28.2%	41,600- 85,600	_____	____
12. Selling[c]	35,300	18.7%	23,000- 56,400	_____	____
13. General & Administrative	89,800	47.6%	64,000- 115,500	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 97,900	100.0%	$ 65,500-$ 133,900	_____	100.0%
From:					
15. Technical	4,200	4.3%	1,200- 6,700	_____	____
16. Program	36,800	37.6%	25,900- 57,700	_____	____
17. Selling	29,100	29.7%	20,300- 41,500	_____	____
18. General & Administrative	27,800	28.4%	13,600- 40,700	_____	____
19. Cost of Outside News Service	$ 6,500		$ 4,100-$ 9,000	_____	
20. Music License Fees	$ 5,400		$ 3,700-$ 7,800	_____	
21. Depreciation & Amortization	$ 9,300		$ 5,200-$ 20,100	_____	
22. Interest	$ 4,900		$ 400-$ 12,600	_____	
23. PROFIT (Before Federal income tax)	$ (1,800)		$ (15,300)-$ 32,400	_____	
24. FULLTIME EMPLOYMENT	7		6- 9	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 92 DAYTIME STATIONS, NATIONWIDE COUNTRY FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (65) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		(0.64%)	(9.89%)-7.47%		____%
2. TOTAL TIME SALES	$ 152,100	100.0%	$ 101,900-$ 251,400	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	13,400	8.8%	300- 28,900	_____	____
5. Local Advertisers	138,700	91.2%	94,000- 209,700	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 146,900		$ 101,900-$ 246,200	_____	
7. Non Broadcast Revenue	0		0- 1,000	_____	
8. Trade-outs & Barter	2,100		0- 7,900	_____	
9. TOTAL BROADCAST EXPENSE	$ 147,800	100.0%	$ 104,100-$ 242,500	_____	100.0%
From:					
10. Technical	6,800	4.6%	4,700- 13,600	_____	____
11. Program	43,300	29.3%	31,100- 57,400	_____	____
12. Selling[c]	26,200	17.7%	14,900- 65,400	_____	____
13. General & Administrative	71,500	48.4%	46,500- 106,500	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 70,900	100.0%	$ 57,200-$ 119,100	_____	100.0%
From:					
15. Technical	3,100	4.4%	300- 6,000	_____	____
16. Program	28,100	39.6%	19,800- 36,600	_____	____
17. Selling	16,100	22.7%	10,100- 44,700	_____	____
18. General & Administrative	23,600	33.3%	11,200- 40,700	_____	____
19. Cost of Outside News Service	$ 5,100		$ 2,900-$ 7,000	_____	
20. Music License Fees	$ 3,700		$ 2,600-$ 6,600	_____	
21. Depreciation & Amortization	$ 6,600		$ 2,200-$ 14,600	_____	
22. Interest	$ 1,600		$ 0-$ 8,100	_____	
23. PROFIT (Before Federal income tax)	$ (900)		$ (19,800)-$ 14,500	_____	
24. FULLTIME EMPLOYMENT	6		4- 8	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 93 FM STATIONS, NATIONWIDE MOR FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (71) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		1.35%	(21.45%)-16.44%		____%
2. TOTAL TIME SALES	$ 462,500	100.0%	$ 240,600-$ 1,353,700	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 1,200	_____	_____
4. National & Regional Advertisers	56,900	12.3%	11,800- 262,000	_____	_____
5. Local Advertisers	405,600	87.7%	205,800- 1,045,100	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 418,700		$ 209,300-$ 1,113,600	_____	
7. Non Broadcast Revenue	1,100		0- 8,700	_____	
8. Trade-outs & Barter	19,900		4,900- 60,500	_____	
9. TOTAL BROADCAST EXPENSE	$ 413,000	100.0%	$ 251,600-$ 1,258,900	_____	100.0%
From:					
10. Technical	28,900	7.0%	10,500- 54,000	_____	_____
11. Program	102,000	24.7%	66,200- 297,600	_____	_____
12. Selling[c]	105,300	25.5%	44,000- 441,800	_____	_____
13. General & Administrative	176,800	42.8%	113,000- 487,300	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 178,300	100.0%	$ 115,700-$ 556,200	_____	100.0%
From:					
15. Technical	8,200	4.6%	2,600- 24,200	_____	_____
16. Program	65,300	36.6%	40,100- 194,500	_____	_____
17. Selling	57,000	32.0%	29,300- 212,300	_____	_____
18. General & Administrative	47,800	26.8%	26,100- 113,700	_____	_____
19. Cost of Outside News Service	$ 6,100		$ 3,600-$ 11,000	_____	
20. Music License Fees	$ 8,300		$ 5,200-$ 31,400	_____	
21. Depreciation & Amortization	$ 23,200		$ 11,600-$ 43,000	_____	
22. Interest	$ 4,400		$ 0-$ 19,600	_____	
23. PROFIT (Before Federal income tax)	$ 5,700		$ (74,200)-$ 66,800	_____	
24. FULLTIME EMPLOYMENT	11		7- 23	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 94 FM STATIONS, NATIONWIDE AOR FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (45) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		15.90%	(34.27%)-30.46%		____%
2. TOTAL TIME SALES	$ 875,600	100.0%	$ 389,700-$ 2,122,300	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 16,300	_____	____
4. National & Regional Advertisers	215,400	24.6%	16,400- 673,900	_____	____
5. Local Advertisers	660,200	75.4%	365,300- 1,341,600	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 808,500		$ 367,400-$ 1,814,100	_____	
7. Non Broadcast Revenue	1,200		0- 9,000	_____	
8. Trade-outs & Barter	36,000		10,500- 100,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 679,900	100.0%	$ 412,000-$ 1,255,700	_____	100.0%
From:					
10. Technical	35,300	5.2%	21,000- 69,400	_____	____
11. Program	183,600	27.0%	121,600- 382,700	_____	____
12. Selling[c]	231,200	34.0%	97,500- 407,300	_____	____
13. General & Administrative	229,800	33.8%	173,400- 494,900	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 309,600	100.0%	$ 193,200-$ 547,200	_____	100.0%
From:					
15. Technical	13,600	4.4%	5,900- 34,000	_____	____
16. Program	109,000	35.2%	81,400- 233,800	_____	____
17. Selling	129,700	41.9%	60,700- 207,600	_____	____
18. General & Administrative	57,300	18.5%	39,700- 93,600	_____	____
19. Cost of Outside News Service	$ 5,400		$ 2,900-$ 8,100	_____	
20. Music License Fees	$ 24,000		$ 7,600-$ 55,800	_____	
21. Depreciation & Amortization	$ 32,500		$ 15,300-$ 77,200	_____	
22. Interest	$ 0		$ 0-$ 20,000	_____	
23. PROFIT (Before Federal income tax)	$ 128,600		$ (97,200)-$ 537,000	_____	
24. FULLTIME EMPLOYMENT	18		14- 22	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 95 FM STATIONS, NATIONWIDE TOP 40 FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (61) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		6.98%	(8.56%)-30.80%		____%
2. TOTAL TIME SALES	$ 841,500	100.0%	$ 414,000-$ 2,057,500	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 32,100	_____	____
4. National & Regional Advertisers	164,900	19.6%	63,100- 583,900	_____	____
5. Local Advertisers	676,600	80.4%	323,100- 1,414,700	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 731,700		$ 395,500-$ 1,781,400	_____	
7. Non Broadcast Revenue	800		0- 10,800	_____	
8. Trade-outs & Barter	30,900		8,200- 106,700	_____	
9. TOTAL BROADCAST EXPENSE	$ 680,600	100.0%	$ 390,400-$ 1,403,900	_____	100.0%
From:					
10. Technical	42,200	6.2%	22,900- 66,800	_____	____
11. Program	181,100	26.6%	105,100- 347,300	_____	____
12. Selling[c]	174,200	25.6%	82,700- 422,100	_____	____
13. General & Administrative	283,100	41.6%	142,000- 498,400	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 311,700	100.0%	$ 188,300-$ 575,300	_____	100.0%
From:					
15. Technical	19,000	6.1%	6,900- 30,400	_____	____
16. Program	126,600	40.6%	61,500- 223,700	_____	____
17. Selling	107,800	34.6%	55,000- 204,900	_____	____
18. General & Administrative	58,300	18.7%	23,900- 100,700	_____	____
19. Cost of Outside News Service	$ 5,600		$ 3,100-$ 8,100	_____	
20. Music License Fees	$ 19,700		$ 8,900-$ 41,500	_____	
21. Depreciation & Amortization	$ 35,100		$ 19,800-$ 69,300	_____	
22. Interest	$ 0		$ 0-$ 9,600	_____	
23. PROFIT (Before Federal income tax)	$ 51,100		$ (42,400)-$ 430,400	_____	
24. FULLTIME EMPLOYMENT	18		10- 23	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 96 FM STATIONS, NATIONWIDE BEAUTIFUL MUSIC FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (79) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		12.70%	(7.36%)-25.24%		____%
2. TOTAL TIME SALES	$ 849,500	100.0%	$ 470,300-$ 1,441,000	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	159,700	18.8%	46,500- 408,700	_____	_____
5. Local Advertisers	689,800	81.2%	370,600- 1,075,500	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 754,800		$ 414,000-$ 1,234,600	_____	
7. Non Broadcast Revenue	1,000		0- 12,900	_____	
8. Trade-outs & Barter	38,900		11,900- 89,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 658,900	100.0%	$ 336,200-$ 1,162,600	_____	100.0%
From:					
10. Technical	42,800	6.5%	22,900- 70,900	_____	_____
11. Program	150,200	22.8%	78,700- 249,000	_____	_____
12. Selling[c]	195,700	29.7%	81,300- 424,400	_____	_____
13. General & Administrative	270,200	41.0%	141,800- 426,400	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 295,700	100.0%	$ 148,800-$ 457,100	_____	100.0%
From:					
15. Technical	17,400	5.9%	7,800- 29,400	_____	_____
16. Program	83,700	28.3%	47,900- 133,500	_____	_____
17. Selling	132,500	44.8%	63,000- 186,000	_____	_____
18. General & Administrative	62,100	21.0%	25,800- 100,700	_____	_____
19. Cost of Outside News Service	$ 5,000		$ 1,300-$ 8,100	_____	
20. Music License Fees	$ 20,200		$ 10,500-$ 31,800	_____	
21. Depreciation & Amortization	$ 36,500		$ 18,000-$ 80,600	_____	
22. Interest	$ 0		$ 0-$ 10,000	_____	
23. PROFIT (Before Federal income tax)	$ 95,900		$ (24,800)-$ 308,200	_____	
24. FULLTIME EMPLOYMENT	12		6- 18	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 97 FM STATIONS, NATIONWIDE COUNTRY FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (55)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		9.30%	(18.27%)-22.14%		____%
2. TOTAL TIME SALES	$ 470,300	100.0%	$ 189,900-$ 1,065,700	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	____
4. National & Regional Advertisers	30,100	6.4%	7,300- 209,800	_____	____
5. Local Advertisers	440,200	93.6%	189,900- 929,100	_____	____
6. TOTAL BROADCAST REVENUE[b]	$ 466,800		$ 189,900-$ 1,030,200	_____	
7. Non Broadcast Revenue	800		0- 13,300	_____	
8. Trade-outs & Barter	12,400		600- 38,600	_____	
9. TOTAL BROADCAST EXPENSE	$ 423,400	100.0%	$ 246,100-$ 1,055,300	_____	100.0%
From:					
10. Technical	33,000	7.8%	14,500- 56,600	_____	____
11. Program	119,800	28.3%	55,400- 223,800	_____	____
12. Selling[c]	109,700	25.9%	54,300- 307,600	_____	____
13. General & Administrative	160,900	38.0%	90,900- 360,300	_____	____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 196,000	100.0%	$ 107,900-$ 418,000	_____	100.0%
From:					
15. Technical	12,200	6.2%	4,800- 25,000	_____	____
16. Program	67,400	34.4%	33,000- 132,700	_____	____
17. Selling	84,100	42.9%	30,200- 181,200	_____	____
18. General & Administrative	32,300	16.5%	21,600- 80,800	_____	____
19. Cost of Outside News Service	$ 4,900		$ 2,400-$ 7,800	_____	
20. Music License Fees	$ 8,200		$ 4,200-$ 23,300	_____	
21. Depreciation & Amortization	$ 21,700		$ 11,400-$ 36,700	_____	
22. Interest	$ 4,700		$ 0-$ 16,500	_____	
23. PROFIT (Before Federal income tax)	$ 43,400		$ (65,500)-$ 150,100	_____	
24. FULLTIME EMPLOYMENT	12		8- 21	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 98 FM STATIONS, NATIONWIDE RELIGIOUS FORMAT

REVENUE AND EXPENSE ITEMS	ALL STATIONS (14) Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	YOUR STATION Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1. PROFIT MARGIN[a]		(11.34%)	(72.06%)-1.55%		____%
2. TOTAL TIME SALES	$ 158,700	100.0%	$ 108,100-$ 410,000	_____	100.0%
From:					
3. Network Compensation	0	0.0%	0- 0	_____	_____
4. National & Regional Advertisers	38,700	24.4%	1,800- 86,500	_____	_____
5. Local Advertisers	120,000	75.6%	54,700- 369,400	_____	_____
6. TOTAL BROADCAST REVENUE[b]	$ 163,500		$ 108,500-$ 403,200	_____	
7. Non Broadcast Revenue	3,100		500- 6,200	_____	
8. Trade-outs & Barter	6,500		500- 26,200	_____	
9. TOTAL BROADCAST EXPENSE	$ 182,000	100.0%	$ 128,200-$ 446,100	_____	100.0%
From:					
10. Technical	11,500	6.3%	5,600- 39,800	_____	_____
11. Program	59,100	32.5%	21,800- 114,200	_____	_____
12. Selling[c]	32,200	17.7%	7,800- 85,300	_____	_____
13. General & Administrative	79,200	43.5%	67,700- 195,100	_____	_____
SELECTED EXPENSE ITEMS					
14. Total Salaries[d]	$ 83,100	100.0%	$ 50,000-$ 209,500	_____	100.0%
From:					
15. Technical	3,000	3.6%	900- 18,600	_____	_____
16. Program	43,200	52.0%	17,800- 93,900	_____	_____
17. Selling	11,400	13.7%	500- 63,800	_____	_____
18. General & Administrative	25,500	30.7%	15,600- 46,100	_____	_____
19. Cost of Outside News Service	$ 6,100		$ 4,900-$ 10,000	_____	
20. Music License Fees	$ 3,300		$ 2,200-$ 8,000	_____	
21. Depreciation & Amortization	$ 9,500		$ 5,500-$ 27,100	_____	
22. Interest	$ 3,100		$ 300-$ 31,200	_____	
23. PROFIT (Before Federal income tax)	$ (18,500)		$ (93,300)-$ 2,500	_____	
24. FULLTIME EMPLOYMENT	6		4- 11	_____	

[a]Derived from each station's gross profit divided by total revenue.
[b]Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[c]Includes all promotion; excludes agency and rep. commissions.
[d]Includes salaries, wages, bonuses, and commissions paid to officers and employees.

APPENDIX

1. Nature of Survey

The statistical data shown in this report was obtained from questionnaires sent to all commercial television stations licensed by the Federal Communications Commission. The universe for the survey (the total number of commercial stations in operation the full twelve months of 1981) is 7871.

Usable and timely financial returns were received from 1320 radio stations. Counting combined AM-FM returns as two stations, this study is based on a statistical response of approximately 21.7% of the radio industry.

Among the deficiencies of the survey are (1) lack of control over eligible participants resulting in a different mix in each table every year, and (2) lack of consistency in placing requested revenue and expense data in the proper category due to misinterpretation of FCC reporting requirements.

2. Station Grouping, Market-Size and Revenue-Size Classification Scheme

The first section (Tables 2-18) groups all responding station data by market- and revenue-size. Subsequent sections group participating stations by significant class and format; namely, Fulltime AM, AM/FM, Daytime, FM, Class 1-A 50kw stations, and the following formats: MOR (middle of the road), AOR (album oriented rock), Top 40, Beautiful Music, Country, Religious, and News/Talk.

The data is arranged by market and revenue size on the hypothesis that these two factors are the most significant determinants, or at least the most revealing, of radio revenue and cost structures. With both the market-and revenue-size groupings, there is an additional breakout of those stations reporting a profit during 1981. By eliminating those facilities which operated in the "red," the yardstick figures for these profit-only stations represent realistic goals toward which "deficit" and marginally profitable stations can point.

The number of station returns used in each category of market- and revenue-size groupings is indicated following the ALL-STATIONS and PROFIT-ONLY STATIONS headings.

A. Market-Size Classification Scheme

The U.S. Census Bureau's 1980 population counts have been used again for standard metropolitan statistical areas, and for non-metropolitan areas.

B. Revenue-Size Classification Scheme

This scheme of station groupings is based solely on the total broadcast revenue figures (time sales plus incidental revenue minus agency and rep. commissions and other deductions) found on each return.

3. Statistical Problems

A. Median

The "typical" figures in each table are medians or the middle figure ($\frac{n+1}{2}$) after ranking the stations in a particular category on a particular revenue or expense item. Thus, 50 percent of the stations have revenue figures which are above, or equal to, and 50 percent of the station revenue figures are below, or equal to, the "typical" revenue figures in the tables. Likewise, 50 percent of the stations have expense figures which are above, or equal to, and 50 percent of the station expense figures are below, or equal to, the "typical" expense figures in the tables. Medians rather than averages (means) were used due to the relatively small number of items involved in each grouping and because of the large diversity between the revenue or expense or profit margin figures within each of the groupings. As is common in many economic studies, means would tend to yield higher figures than medians due to the existence of relatively more extreme figures at the top than at the bottom of any ranking of a group.

The "typical dollar figures" on each table were adjusted so that all figures in those columns will add up to their respective totals in both dollar and percentage terms. These adjustments were made on the expense and profit figures rather than on the profit margin.

B. Middle 50 Percent

The middle 50 percent (or interquartile range) has been presented because it allows a broadcaster to evaluate his operating results more thoroughly than if just one typical figure were available as the yardstick. Since every station is in some way unique, it is to be expected that a station's operating figures will not coincide precisely with standards of measurement based on the typical comparable station. But showing the lower quartile (25 percentile) and the upper quartile (75 percentile), station management can get a much better idea of its financial position relative to 50 percent of the radio facilities. These interquartile figures have not been adjusted to total 100%.

C. Profit Margin

The profit margin is essentially the operating ratio subtracted from 100%. It represents the gross profit (or loss) realized on every dollar of total revenue.

Typical profit margin figures are medians which have been derived from individual station ratios rather than by dividing the typical gross profit for a particular category of stations by the typical total revenue for the grouping. More specifically, a profit margin figure was calculated for each station in a particular category. The profit margin figures were then ranked and the median figure selected. This direct station-by-station method of calculating the profit margin provides a realistic figure with which to compare your station.

D. Nationwide Figures

The nationwide figures in Table 1 (Part I) were computed directly from the total sample array, ranked by the computer. They have been adjusted so that the gross profit is the result of the simple subtraction of total expense from total revenue and the division of the profit by the total revenue yields the profit margin. These adjustments were made, however, on the expense and profit figures rather than on the profit margin. This is because we believe that both the total revenue and profit margin figures are somewhat more significant than the total expense and profit figures.

4. Fulltime Employment Statistics

Typical fulltime employment by market size is correlated with total revenue and expense medians to show operating percentages and quotients among market ranges. The typical figure from the all-station array was selected as the number for all calculations in Table 77 on page 80.